

DUN & BRADSTREET MONTHLY REVIEW

AUGUST, 1934

Industrial Surveys:

Farm Equipment Rubber Goods
Jewelry

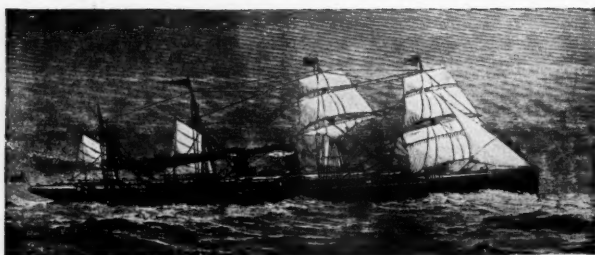
Analyses of July Insolvency Record

Graphic Reviews of Major Trends



Published by
DUN & BRADSTREET, INC.
NEW YORK CITY

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The Oregon

ONCE THE PRIDE OF THE CUNARD LINE

This trim vessel on a calm, starlight night in March, 1886, sank off Fire Island in one of the most mysterious sea disasters on record. The first officer declared that a three-masted schooner, running without lights had struck the Oregon. Another popular belief was that an unexploded shell from experiments then being carried on at the Narrows had been washed out to sea. Whatever the cause, the loss of this proud ship cast a great gloom over the populace, for, although not a single life was lost, the sinking of the Oregon represented the passing of the finest example of maritime engineering and design of the day.

Compared with the swift, palatial liners of to-day the Oregon seems relatively insignificant. The accommodations afforded voyagers of the present time are far superior in every respect to those available to the travellers of 1886. One reason for this has been that marine architects have been forced to consider the higher living

standards of each successive generation and the increasing importance of time, both of which have resulted from the quickening tempo of business and the long upward trend in corporate profits and individual incomes.

At the time of the Oregon tragedy in 1886 the Mercantile Agency was well on its fifth decade of broad expansion. Between 1881 and 1890 forty-eight offices were established, while during the preceding ten years fifty offices had been opened. In each case the new office was the Mercantile Agency's response to the ever broadening requirements of business men of the period.

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The Oldest and Largest Mercantile Agency in the World

290 Broadway

New York City

ESTABLISHED 1841



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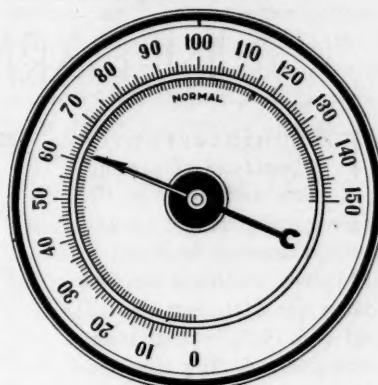
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THE ACTIVITY BAROMETER



August 1, 1934
62.8

July 4, 1934
62.0

The Business Activity Barometer reversed the downward trend of the preceding three weeks, rising 1 point to 62.8 for the week ended August 1 from 62.7 the week before. The better showing made by carloadings, electric power production and bank clearings was responsible for this slight increase. The barometer shows a loss, however, of 13.4 per cent from the corresponding week last year, when it was at its 1933 peak of 72.5.

Week	Barometer
August 2, 1933.....	72.5
July 4, 1934.....	62.0
July 11, 1934.....	64.0
July 18, 1934.....	63.7
July 25, 1934.....	62.7
August 1, 1934.....	62.8

THIS ISSUE

With the devastation in the drought-stricken areas of the country arousing speculation as to the extent of the buying power of agriculturists during the remainder of the year, the survey of the farm equipment trade is particularly timely, as it reveals the surprising gains that had been made in sales until vanishing crop prospects brought demand almost to a standstill. The rubber goods industry and the jewelry trade also are included in the special trade surveys in this issue.

As all traders in the market are awaiting the outcome of the discussions on the Cuban preferential tariff, and spot prices on raws rose to a four-year peak during July, a summary of the sugar situation is featured in the "Graphic Reviews of Major Trends." The almost uninterrupted decline in Cuba's contribution to world sugar output since 1924 is brought out clearly by the statistical exhibit. In addition, a monthly comparison of stocks and prices is graphically carried back as far as the beginning of 1932.

Commercial failures in July not only dropped 11.7 per cent from the June total, but the number was the smallest that has been recorded for any month since 1920. Declining to 912, the reduction from the July, 1933, number amounts to 35.8 per cent, while for the seven months this year the decrease has reached 47.1 per cent. In the analyses of the July insolvency record, complete tabulations are given by industries, States, and specified cities.

IMPRESSIVE GAINS RECORDED IN FARM EQUIPMENT SALES

THE uninterrupted downtrend of production and sales in the farm equipment trade, which reached its nadir in 1932, when volume was less than one-fifth that recorded for 1929, was checked definitely during the closing months of 1933. During the first five months of the current year, the revival of demand reached surprising proportions, as the comparative sales figures of 1933 were doubled and trebled, while the earnings of many of the leading manufacturers increased more than 100 per cent, pulling some entirely out of the red.

Some of the producers have resumed dividend payments, and losses of a year ago have been replaced generally by profits, but the latter continue meager, despite the wider distribution, as only a fraction of the advanced prices of materials and increased labor costs under the code has been passed thus far on to the consumer. While the abrupt rise in sales since the first of the year was checked during June in some lines, other branches were benefited, so that the showing for 1934 is expected to be the best one recorded for the trade in three years.

Practically all farmers are in need of new equipment, but naturally their returns on crops control their ability to purchase, and with any improvement in farm commodity prices sales will move ahead quickly. In nearly all districts, farmers are planning purchases, and their willingness to buy was demonstrated by the insistent demand which persisted during the first five months of the current year.

The decline in sales, which started around the middle of May, has been checked, as a strong re-

Gains of 100 to 150 per cent general in the comparison of sales totals for the first six months with those of 1933. Largest increases recorded for tractors and power-farming equipment. Demand restricted by intensity of crop devastation in drought-stricken States. Farm income up 26 per cent.

vival of buying has followed the recent rains, which have changed the outlook completely, except in the districts of extreme devastation. Considerable business, which otherwise might have developed, however, has been discouraged or refused, because of long-standing unpaid balances, or poor credit standing.

Farm Income Increased

Reports from the drought areas, in fact, have become more encouraging, even though the wheat crop in many places is beyond recovery. Heavy rains have improved pastures as well as the outlook for late harvests, and by depending on carry-over silage, supplemented by feed purchases, the milk supply is holding fairly steady. Cancellations of orders in stricken States now have been brought to an end, as purchasing power is being restored rapidly. Unlike any other period of drought in the country's history, farmers are carrying hundreds of millions of dollars in crop insurance in the form of A.A.A. crop control contracts, which is being augmented by the governmental relief expenditures in emergency countries, and bonus payments.

Much encouragement has been engendered by the discontinuance of the slaughtering of live stock on the farms, which has been replaced by purchase and processing by the Government for welfare

distribution. A substantial amount of money has gone into the hands of farmers in this way, and it is beginning to trickle into the farm implement trade. With the higher prices, which will be received for the restricted yields, and the contributions to be made by the Government

to carry out its avowed plan to permit no lapse in the purchasing power of the farmer, it is estimated that gross farm income for 1934 will be close to \$8,000,000,000.

This will represent an increase of 26 per cent from the \$6,360,000,000 set down for 1933. As the latter figure was a gain of 23.7 per cent from the 1932 total, this means that the farmer's income is around 50 per cent more than it was in 1932. While the rising sales trend of implements and the larger number of transactions on a cash basis give trite evidence of the greater purchasing power of the farmer, it is the expanding credit, which is one of the greatest indicators of future advancement of the industry.

Output More than Doubled

Manufacturers were so heavily booked ahead early in the year that the slackening of current orders, on account of the drought will have but little effect upon operations. Cancellations, on account of the drought, were comparatively few, and many such orders have been reinstated. During the first six months of the current year, production ranged from 150 to 300 per cent above the all-time low level reached during the corresponding period of 1933.

In anticipation of the short straw and hay crops, there has been an increase in the shipments of the special implements brought

out for handling these. Much attention also is being given to quantity production of corn and silage handling equipment, as rains have saved a part of the corn crop. The orders for grain binders have dropped off sharply since the middle of May. Manufacturers of steel water tanks, on the other hand, have booked the largest volume of orders in three years, while the few producers of wagon tanks have been operating on three shifts to take care of the steady flow of new business.

Wide Gains in Sales

Up to June 1, wholesale distribution in many districts had risen 150 per cent from the figures for the first five months of 1933, with tractors and the equipment which goes with these for power farming being the best-selling items. Horse-drawn farm equipment also showed an increase of approximately 75 per cent over the figures for the same five-month period of 1933, but demand in this division has not been so strong as that for power-operated equipment. Hand plows, cultivators, and grain binders have sold in nearly double the quantity of a year ago. Sawmill machinery sold well during the early months of the year, but demand has been lighter since May.

In the South, sales improved steadily from January until the end of May, with the total rising 100 per cent over the comparative level of 1933. Since June 1, however, there has been a steady recession in sales, so that the current movement is not better than fair. In this part of the country, demand was heaviest for such equipment as tractors, hay machinery, and transportation units, with small tractors one of the best sellers. In fact, the sales of tractors and combines this year have shown an increase of 75 to 100 per cent. Hay tools, such as mowers and rakes have been in particularly strong demand, and the same is true of parts for planters and listers, as farmers have decided to list most of the

corn acreage to provide against lack of moisture. Distributors of pumps and windmills have had a good run of business because of the drought, and many of the orders for well-drilling equipment could not be filled promptly.

While wholesale collections are averaging 25 to 50 per cent better than a year ago, considerable slowness has been in evidence since the latter part of May. Many of the retailers are reporting payments on outstandings as 75 to 85 per cent above those for the first six months of 1933, attributed largely to the adherence to a close method of checking credits. Since June 1, however, payments in some of the drought-stricken States have been brought almost to a standstill. In those districts, liquidation of long-standing indebtedness is proceeding slowly, although the appearance of Government relief funds in some sections is enabling farmers to make at least a small reduction in their old accounts.

Baltimore

Following a sluggish Fall last year, distribution rose in early Spring to a dollar value 25 per cent greater than in the previous corresponding period, with unit volume up nearly 20 per cent. Despite the increased activity, the demand was confined largely to

the lighter equipment and to repairs and parts to rejuvenate equipment which, in many instances, had been discarded several years ago. On the whole, there is unmistakable evidence of the necessity for economy by farmers, even to a point of impairing efficiency.

Birmingham

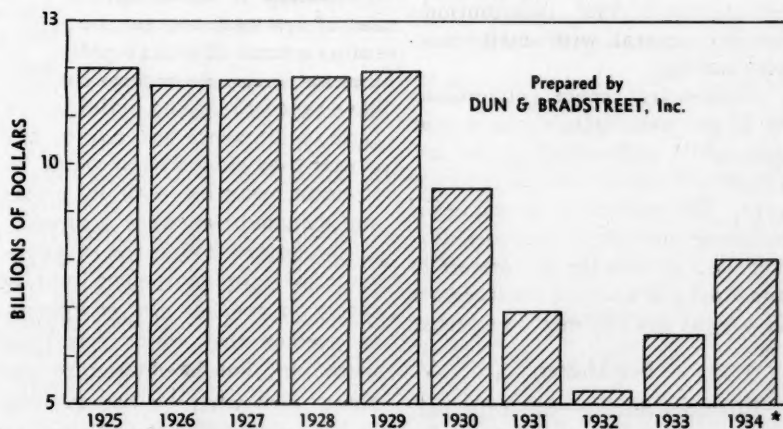
Sales of farm equipment continued to improve in this district until May 15, sales having increased more than 100 per cent over last year. Since May 15, there has been a slight recession in sales, though these still are reported fairly good. The greatest improvement is noted in such equipment as tractors, hay machinery and transportation units.

There has been a slight increase in prices of some units during the past several months and the current trend is toward a stable market. The outlook is favorable, with still a large amount of old and obsolete equipment to be replaced, and further help for the farmer anticipated from the Government.

Cleveland

Production in this line has been at a high rate since the first of the year. Increases as high as 75 per cent over 1933 were shown. Producers in this locality felt the direct result of the Government's

GROSS FARM INCOME †



(†) Based on statistics compiled by the Bureau of Agricultural Economics. (*) Estimated. With the higher prices, which will be received for the restricted yields, and the contributions made by the Government, it is estimated that gross farm income for 1934 will be close to \$8,000,000,000. This will represent an increase of 25 per cent over the \$6,360,000,000 set down for 1933, and 50 per cent more than in 1932.

aid to farmers in the South, in the form of increased orders for farm equipment. Collections in this field are reported as good as at any time in the past. There is a general feeling of optimism prevalent for continued high production.

Distributors in this line locally likewise have experienced gains over last year, although not so great as the producers. Orders, however, have dropped off considerably during the past three to six weeks and at present are very low. This was caused mostly by the continued drought in this section. Recent heavy rains have somewhat bolstered hopes for renewed activities, but prospects for the remainder of the year are not the most favorable.

Dallas

While still running well ahead of this period in 1933, sales of farm equipment have slumped in recent weeks, due to the prolonged drought. Distributors are hopeful, however, and the three best months in the industry are yet to be gone through. Collections throughout the year have been reasonably satisfactory.

Denver

Production of farm equipment in this district shows an increase of around 200 per cent in volume and 7 per cent in value, as compared with the record for the first six months of 1933. Distribution has been general, with small tractors leading.

Wholesalers report collections as 15 per cent better than a year ago, while with retailers the improvement amounts to 75 to 85 per cent. The outlook is favorable for a strong upswing in demand during the Fall months, as farmers in the Rocky Mountain territory are in urgent need of new equipment.

Des Moines

Business during the early part of the year was unusually satisfactory, but the continued dry weather curtailed late corn cultivator sales and diminished pros-

pects for Fall business. As the hay crop was short, there was almost no demand for hay-harvesting equipment. Sales of binders, twine, combines, and threshing machines were smaller than last year, as the estimated average of the yield of small grains, including wheat and oats, will not be over 35 per cent of normal.

Because of the failure of the water supply on so many farms, there has been an insistent demand for pumps, pump jacks, and small engines from farmers who are digging temporary wells on low ground. The decision of the A.A.A. to allow acreage abandoned under reduction contracts to be planted to forage crops for consumption on the farm, is being taken advantage of by farmers in all parts of the State. Considerable oats acreage is being abandoned and replanted with soy beans.

Indianapolis

Wholesale distribution shows an increase of about 150 per cent in over a year ago, comparing volume as of June 1 both years on power farming, have been the best-selling items. Horse-drawn farm equipment, while showing an improvement of approximately 75 per cent over the same period a year ago has not reached anything like the demand for power-operated equipment.

Practically all farmers are in need of new equipment, but their returns control their ability to purchase. Recent general showers have renewed buying activities on farm equipment, but not to the extent they should be or would be if better returns, both in prices and commodities, were assured.

The farmer, who is the sole consumer of farm equipment lines, is sorely in need of new equipment to replace that which has been worn out, but is obliged to get along with what he has as long as his income is not sufficient to put him in a position to renew his requirements. Some purchasing has been done in anticipation

of Government aid on farm commodities, but this is generally restricted to the actual receipt of such returns.

Kansas City

The implement dealers in this territory report that the principal articles in demand are tractors, combines, and the miscellaneous accessories. The demand for tractors and combines has increased from 75 to 100 per cent over a year ago. The outlook for future trade is reported good.

It is reported that farmers and merchants are not expecting as good a trade as a year ago, although sales at this time show approximately 25 per cent. At present, the harvest is on in the territory and though the yield is not what was expected, owing to continued dry weather, the general feeling is one of optimism. Collections are somewhat slow on old accounts, but current obligations are being met promptly.

Memphis

Farm implement business during the season just closed measured up fully to expectations, running well ahead of last year, but outlook for the future is uncertain. It depends very largely on prices received for current crops and plans of Government control. Demand has been and continues to run almost entirely to horse-drawn implements, as tractors still are at a discount. Most activities in the latter have been in the way of repairs.

There has been no trouble in filling orders promptly, and stocks have been kept low and will be, for shipments are available in much less time than formerly. As a rule, credits are a bit stiffer, although, in a few instances, large distributors are inclined to loosen them. Replacement of worn-out implements offers the best source of outlet, since deficiency has been accumulating for several years.

Minneapolis

Volume of business in the farm equipment line is running con-

siderably below the expectations of early Spring. This is due to the drought conditions, which largely destroyed the small grain and hay crops over much of this territory.

Current sales are not running much above last year's and demand is mostly for replacement parts and for small equipment. There is some inquiry regarding corn harvesting machinery, prospects for that crop being more encouraging. Collections are fair.

Omaha

Tractors and combines are the best-selling items at this time. For the first three months of 1934, sales were very active and far ahead of 1933. The widespread drought over the State became intense by April 1 and implement sales dropped off very materially, although they still have maintained a higher level than in 1933.

Listers have been in the best demand in years, because of the extremely dry weather, although listers for years have been one of the best sellers in the region south of the Platte River, where moisture always is deficient. On the other hand, the cultivator business was reduced sharply by the drought, and the demand for binders has been limited. Many of the orders for binder twine were cancelled, as much of the wheat in Nebraska was not worth harvesting.

Collections have been 25 to 50 per cent better, although during June there was a tightening up, as a result of drought conditions. The outlook is fairly favorable. If anywhere near normal moisture keeps up for the balance of the Summer, a good corn crop should result, bringing increased sales of farm equipment.

Philadelphia

Distributors of farm equipment report volume of business 25 to 30 per cent ahead of last year's sales. The condition of the trade is considered as vastly improved over the situation at this time in 1933, and the outlook for the future is

bright, unless severe climatic conditions interfere. There has been a steady reduction in outstandings since January, with a number of long-standing accounts liquidated entirely.

Richmond

In the Richmond area this business has taken on new life and the volume is at least 50 per cent better than a year ago. This is due largely to the distribution of money by the Government to cotton and tobacco planters.

Articles most in demand are hand plows, cultivators, and grain binders. The sale of tractors exceeded earlier expectations. Sawmill machinery has been less active during the past thirty days. Collections have slowed down somewhat, although they are better than at this time last year.

St. Paul

The farm equipment industry was so heavily booked ahead early in the year that the slackening of current orders on account of the drought will have but little effect upon it for a sixty to ninety-day period of capacity operation. Production continues approximately 300 per cent ahead of the first six months of 1933.

In anticipation of short straw and hay crops, special implements have been brought out for handling them, and for which there is an active demand. Much attention also is being given to quantity production of corn, binders, and silage-handling equipment. The demand for grain binders has dropped off sharply. Cancellations, on account of the drought were comparatively few, and many such orders have been reinstated since the fall of general rains.

Government aid distribution in some sections is beginning to make an appearance in trade channels through paying off of old accounts. Current collections in general, however, are slow.

Seattle

Local jobbers of farm equipment and implements state that

their sales have shown an increase during the first six months of 1934 of approximately 50 per cent over the like period of 1933. The increase, it is stated, is equally divided between the heavy equipment and farm implements.

At present, the best-selling items are hay tools, such as mowers and rakes. Collections, both retail and wholesale, are showing some improvement and are classed as fair to good. Outlook is regarded as favorable.

Failure Downtrend Continued

The check to the mounting failures, which was noted during the Summer of 1933, has been followed by a steady reduction in the number of firms that have been forced to discontinue operations because of inadequate financial resources. During the first five months of the current year, there were no failures reported among manufacturers, and only 6 distributors were declared bankrupt. This made a monthly average of 1, as compared with an average of approximately 3 for the twelve months of 1933.

In the latter year, the total for the entire trade was lowered to 40, the smallest number recorded since 1930. Although this was a decrease of only 3 in the number of failures set down for 1932, the involved liabilities were cut by 44.1 per cent, dropping from \$1,428,792 in 1932 to \$798,231.

The complete insolvency record of the farm equipment trade since 1927, including the first five months of 1934, as compiled by Dun & Bradstreet, Inc., shows:

Manufacturers

Year	Number	Liabilities
1927.....	1	\$100,000
1928.....	2	204,500
1929.....
1930.....	3	172,100
1931.....	4	2,026,979
1932.....	8	388,632
1933.....	6	144,697
1934*.....

Distributors

Year	Number	Liabilities
1927.....	34	\$377,368
1928.....	11	350,616
1929.....	12	193,600
1930.....	24	561,200
1931.....	47	619,588
1932.....	35	1,040,160
1933.....	34	653,534
1934*.....	6	87,601

* January to May, inclusive.

THE BUSINESS MONTH REPORTED

1st Federal Reserve District



POPULATION—7,834,000; PER CENT TOTAL U. S.—6.32

Some improvement in industrial operations over the reduced level of June. Most cotton goods mills under the 75 per cent of capacity allowed by the curtailment agreement, because of lack of orders. Raw wool market dull all month, with price trend downward; woollen goods manufacturers continue curtailment. Most New England shoe manufacturers active on business booked until September. Retail sales 1 to 2 per cent above July, 1933. Tourist traffic at four-year peak.



2nd Federal Reserve District



POPULATION—16,343,000; PER CENT TOTAL U. S.—13.12

Most severe heat wave in years hampered retail buying, and sales were lower than in June, but 2 to 3 per cent above July, 1933, total. Volume of chain stores and mail-order houses maintained above a year ago, but June percentage of gain was not equalled. Factory employment down 2 per cent for month; wages off nearly 3 per cent. Stock Exchange trading most active since May; transactions rose to 21,115,000 shares from 16,802,000 in June, but was smallest July turnover in eleven years.



3rd Federal Reserve District



POPULATION—7,619,000; PER CENT TOTAL U. S.—6.14

Industrial operations maintained nearly at the June level, despite decline in orders for locomotives and curtailed steel schedules. Total drop in pay rolls averaged 2 to 3 per cent. Production of glass containers and electrical equipment held steady; further reduction in textile output. Production of bituminous coal down 15 per cent from a year ago. General volume of department stores and specialty shops 6 to 8 per cent ahead of July, 1933; sales for seven months up nearly 17 per cent.



4th Federal Reserve District



POPULATION—11,407,000; PER CENT TOTAL U. S.—9.19

Hottest weather in more than a century held retail sales below the June level; increase over a year ago 5 to 8 per cent. Wholesale orders also declined, but were larger than in June and above the July, 1933, total. Schedules higher than last year's in nearly all manufacturing divisions, excepting steel. Automobile industry continues to show comparatively healthy progress. Drought conditions becloud Fall outlook. Cost of living rising; food prices up nearly 10 per cent above 1933 level.



5th Federal Reserve District



POPULATION—11,073,000; PER CENT TOTAL U. S.—8.92

Underlying conditions in this district are regarded as exceptionally favorable. Labor troubles have been slight, and employment has held up well. Crops, such as corn, tobacco, and peanuts are in good condition, and farmers this Fall will be better off than in several years. Practically all divisions of the retail and wholesale trade show gains over a year ago. Tobacco plants are running full time, and textile mills are employing more help. Residential building has increased slightly.



6th Federal Reserve District



POPULATION—11,339,000; PER CENT TOTAL U. S.—9.14

Business during July did not show the steady increase noted in the earlier months of the year. Despite prolonged heat wave, retail sales were 20 to 30 per cent higher than in July, 1933, while wholesale volume rose 12 to 15 per cent. No reduction in employment; failure of usual Summer recession to develop resulted in recall of many workers. Recent awards of highway and other construction projects will aid employment. Staple crops in good condition; satisfactory yields are assured.

BY FEDERAL RESERVE DISTRICTS

POPULATION—18,606,000; PER CENT TOTAL U. S.—15.00

Cooler weather at close of month brought sharp upturn in retail distribution, and widening demands of visitors to A Century of Progress brought sales 10 to 12 per cent higher than total for July, 1933; gains in some lines as high as 30 per cent. Wholesale volume still over last year's although reduction in orders from drought-stricken States was heavy. Corn helped by recent rains; most other crops a total failure. Industrial operations lower; employment down since June figures.



POPULATION—9,676,000; PER CENT TOTAL U. S.—7.82

Government relief purchases of cattle and crop reduction payments prevented trade volume from sinking to depth expected as result of drought. Rains in many districts added to water supply and benefited pasturage; corn crop almost complete failure. Bank liquidations helped to lift retail sales, which totalled 6 to 8 per cent larger than last year, despite abrupt drop in country districts. Wholesale volume up 2 to 4 per cent. Most industries marking time. Employment up slightly.



POPULATION—5,370,000; PER CENT TOTAL U. S.—4.35

Trade movements during July made the poorest showing for any month in the last ten. Wholesale trade brought nearly to a standstill by truck drivers' strike and the prevalence of martial law. Record-breaking heat and worst drought in history carried retail sales below last year's in both city and country districts. Government expenditures major factor in maintaining such activity as exists. Diminution of movement of farm products reduced bank clearings below July, 1933, total.



POPULATION—7,967,000; PER CENT TOTAL U. S.—6.42

Trade as an average ranged 5 to 10 per cent ahead of last year's. Fall prospects uncertain, as the effect of the drought is just beginning to be felt. Spending power not curtailed to the extent generally believed, due to Government's provision of relief funds and the higher prices being obtained for reduced yields, which will carry farm income much above some former years. Weekly bank clearings 10 to 20 per cent above those of last year. Bank deposits gained; commercial loans declined.



POPULATION—7,078,000; PER CENT TOTAL U. S.—5.72

With drought nearing its fourth month, there is a distinct trend toward the conservation of surplus funds for emergencies. Dullness prevailed in practically all lines during July, with industrial and wholesale activities especially affected. Industrial operations still larger than a year ago, while wholesale volume rose 5 to 20 per cent above that level. Retail trade held up remarkably well, with sales increases ranging steadily around 20 to 25 per cent ahead of the total for July, 1933.



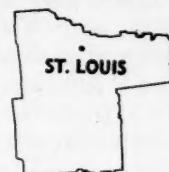
POPULATION—9,758,000; PER CENT TOTAL U. S.—7.86

Trade restored to normal, following termination of longshoremen's strike after nearly three months' duration. The rush of delayed retail buying failed to carry July volume above last year's; decline placed at 8 to 10 per cent. Wholesale orders heaviest in three months; many lines aided by demand from the drought-stricken States of Middle West. Factories reopen after six-weeks' shutdown; industrial production below last year's, with sawmills chief sufferers. Crops good.

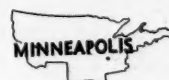
7th Federal Reserve District



8th Federal Reserve District



9th Federal Reserve District



10th Federal Reserve District



11th Federal Reserve District



12th Federal Reserve District



GRAPHIC REVIEWS

SUGAR STOCKS DECLINE

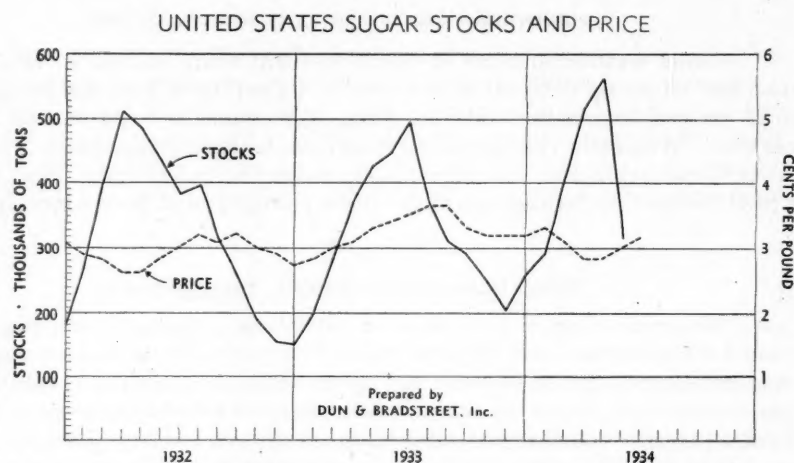
SUGAR stocks at refineries, according to figures compiled by Willett & Gray, as of June 30, amounted to 313,423 tons, showing an abrupt decline from a month previous when stocks stood at 561,680 tons. There also was a large drop shown from the corresponding date a year ago when stocks equalled 448,183 tons.

Meltings of sugar at eight leading ports amounted to 339,360 tons in June, about 5,000 tons less than the May total, and compared with 411,361 tons in June, 1933.

The following table shows stocks at refineries at the end of each month, together with meltings at eight leading United States ports (figures in long tons) and price of raw spot Cuban sugar, c. & f., N. Y.:

1934	Stocks	Meltings	Price
June	313,423	339,360	3.0c.
May	561,680	344,352	2.8c.
April	516,505	272,885	2.8c.
March	406,345	289,666	3.1c.
February	291,644	259,470	3.3c.
January	256,031	237,313	3.2c.
1933			
June	448,183	411,361	3.4c.

World production of beet and cane sugar for the 1933-1934 crop season, according to Willett & Gray, is placed at 25,286,604 long tons, an increase of 5.1 per cent



The chart shows the movement of stocks at United States refineries, and the price of Cuban raws at New York. Prices have shown considerable strength recently in anticipation of the lowering of the Cuban sugar tariff.

over the preceding crop year. Despite this increase in world output, the 1933-1934 total was still 5.5 per cent smaller than the average for the five preceding years.

The following table gives the record of world sugar output and the percentage produced by Cuba for the past ten years, in tons of 2,240 pounds:

	World	Cuba	Per Cent
1933-1934...	25,286,604	2,315,459	9.12
1932-1933...	24,062,995	1,995,079	8.29
1931-1932...	26,329,894	2,602,864	9.89
1930-1931...	28,477,016	3,122,186	10.96
1929-1930...	27,323,327	4,671,260	16.73
1928-1929...	27,529,595	5,156,315	18.69
1927-1928...	26,081,920	4,011,717	15.38
1926-1927...	24,116,980	4,504,716	18.68
1925-1926...	24,326,642	4,884,658	20.08
1924-1925...	23,988,789	5,125,970	21.37

ELECTRICITY PRODUCTION

PRODUCTION of electricity for public use during June totalled 7,453,000,000 kilowatt-hours, equal to a daily average rate of 248,400,000 kilowatt-hours. Although the total production last month was smaller than in May, the daily average output was slightly higher, the normal seasonal change from May to June being an increase of about 2 per cent.

Monthly Electricity Production*

	1934	1933	1932	1931
January ...	7,631	6,932	7,567	7,956
February ...	7,049	6,285	7,023	7,170
March	7,717	6,674	7,323	7,888
April	7,443	6,462	6,790	7,655
May	7,681	6,902	6,950	7,645
June	7,453	7,231	6,563	7,529
July	7,479	6,547	7,772	
August	7,686	6,764	7,630	
September	7,347	6,752	7,540	
October	7,478	7,073	7,765	
November	7,243	6,952	7,406	
December ..	7,470	7,149	7,773	
Total	85,283	83,153	91,729	

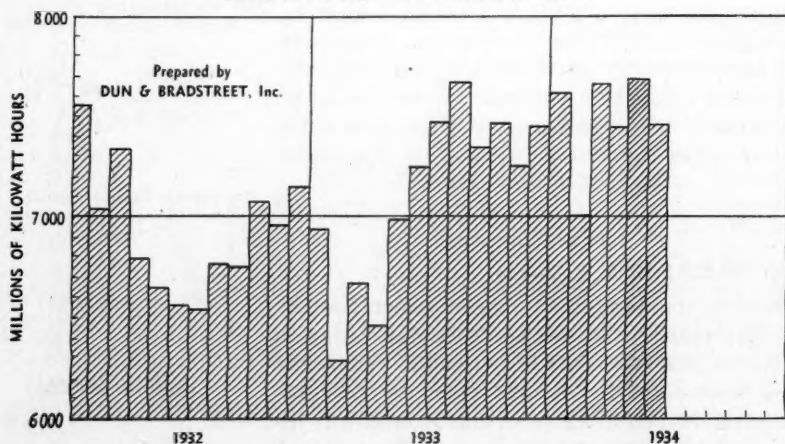
* Source: U. S. Geological Survey.

Weekly Electricity Output*

	1934	1933	1932
July 28...	1,683,542	1,661,504	1,440,386
July 21...	1,663,771	1,654,424	1,433,993
July 14...	1,647,680	1,648,339	1,415,704
July 7...	1,555,844	1,538,500	1,341,730
June 30...	1,688,211	1,655,843	1,456,961
June 23...	1,674,566	1,598,156	1,440,541
June 16...	1,665,358	1,578,101	1,441,532
June 9...	1,654,916	1,541,713	1,435,471
June 2...	1,675,828	1,461,488	1,381,452
May 26...	1,654,903	1,493,923	1,425,151
May 19...	1,649,770	1,483,090	1,435,731
May 12...	1,643,433	1,468,035	1,436,928
May 5...	1,632,766	1,435,707	1,429,032
Apr. 28...	1,608,564	1,427,960	1,454,505
Apr. 21...	1,672,765	1,431,095	1,469,810
Apr. 14...	1,642,187	1,409,603	1,480,738

* Source: Edison Electric Institute.

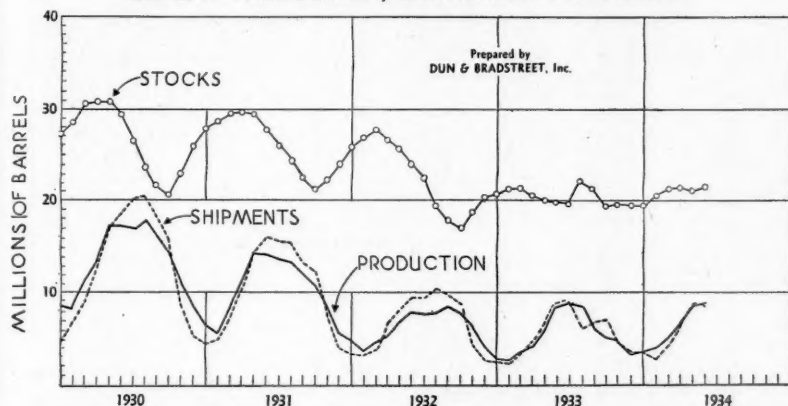
ELECTRIC POWER PRODUCTION



Production of electricity during June showed an increase of 3 per cent over June of last year. This was the smallest increase recorded over the corresponding period of the year previous since April, 1933.

OF MAJOR TRENDS

CEMENT PRODUCTION, SHIPMENTS AND STOCKS



Cement shipments during June showed a gain of 7 per cent, as compared with those of June of last year. The rate of increase over a year ago last month was considerably less than in recently preceding months.

PORTLAND CEMENT

AIDED by increased appropriations for federal and other public works projects, the portland cement industry during the first six months of 1934 made the best showing since 1931.

Shipments during the first half of this year, as reported by the Bureau of Mines, amounted to 35,163,000 barrels, an increase of 25.9 per cent over the like period of 1933. Monthly shipments have been running ahead of the preceding year's totals since last December, which month saw the first increase reported since May, 1930.

Production (barrels)

	1934	1933	1932
January	3,779,000	2,958,000	5,026,000
February	4,168,000	2,777,000	3,971,000
March	5,257,000	3,684,000	4,847,000
April	6,544,000	4,183,000	5,478,000
May	8,554,000	6,262,000	6,913,000
June	8,786,000	7,804,000	7,921,000
July	8,609,000	7,659,000	7,659,000
August	8,223,000	7,635,000	7,635,000
September	5,638,000	8,210,000	8,210,000
October	5,037,000	7,939,000	7,939,000
November	4,672,000	6,462,000	6,462,000
December	3,526,000	4,248,000	4,248,000
Total	63,373,000	76,509,000	76,509,000

Shipments (barrels)

	1934	1933	1932
January	3,778,000	2,502,000	3,393,000
February	2,952,000	2,278,000	3,118,000
March	4,618,000	3,510,000	3,973,000
April	6,492,000	4,949,000	6,536,000
May	8,784,000	6,709,000	8,020,000
June	8,539,000	7,979,000	9,264,000
July	8,697,000	8,218,000	8,218,000
August	5,994,000	10,968,000	10,968,000
September	6,517,000	9,729,000	9,729,000
October	6,750,000	8,748,000	8,748,000
November	4,463,000	4,782,000	4,782,000
December	3,738,000	2,835,000	2,835,000
Total	64,086,000	80,579,000	80,579,000

Production of cement in the first six months totalled 37,088,000 barrels, an increase of 34.0 per cent, as compared with last year. Stocks at the end of June aggregated 21,547,000 barrels, a slight gain over the May 31 total.

Stocks (barrels)

Epd of Month	1934	1933	1932
January	19,547,000	20,624,000	25,778,000
February	20,762,000	21,125,000	26,657,000
March	21,422,000	21,298,000	27,545,000
April	21,557,000	20,542,000	26,496,000
May	21,301,000	20,117,000	25,394,000
June	21,547,000	19,936,000	24,045,000
July	19,848,000	22,512,000	22,512,000
August	22,078,000	19,398,000	19,398,000
September	21,216,000	17,878,000	17,878,000
October	19,502,000	17,084,000	17,084,000
November	19,709,000	18,788,000	18,788,000
December	19,541,000	20,205,000	20,205,000

BITUMINOUS COAL OUTPUT

FOR the first time since December last, the rate of operations in the bituminous coal-mining industry has fallen below the corresponding period of the preceding year. July production dropped to 25,290,000 tons from 26,424,000 tons in June, and compares with 29,482,000 tons in July, 1933, a decline of 14.7 per cent. The seven months' output aggregates 207,969,000 tons, an increase of 18.9 per cent over last year.

Monthly Bituminous Production *

	1934 (Tons)	1933	1932
Jan.	32,916,000	27,060,000	28,261,000
Feb.	31,970,000	27,134,000	28,383,000
Mar.	38,497,000	23,685,000	32,676,000
Apr.	24,772,000	19,523,000	20,568,000
May	28,100,000	22,488,000	18,627,000
June	26,424,000	25,320,000	17,984,000
July	25,290,000	29,482,000	18,093,000
Aug.	33,910,000	22,786,000	22,786,000
Sept.	29,506,000	26,062,000	26,062,000
Oct.	29,656,000	33,110,000	33,110,000
Nov.	30,582,000	31,038,000	31,038,000
Dec.	29,600,000	31,522,000	31,522,000
Total	327,940,000	309,710,000	309,710,000

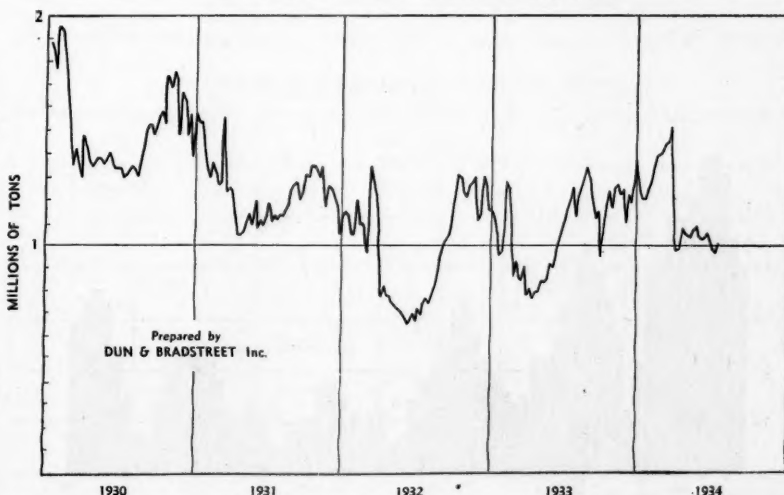
* Source: U. S. Bureau of Mines.

Weekly Bituminous Production *

	1934 (Daily average output, tons)	1933	1932
July 28 ...	1,003,000	1,258,000	768,000
July 21 ...	974,000	1,203,000	733,000
July 14 ...	989,000	1,161,000	695,000
July 7 ...	1,024,000	1,106,000	718,000
June 30 ...	1,046,000	1,075,000	678,000
June 23 ...	1,027,000	1,009,000	693,000
June 16 ...	1,019,000	946,000	675,000
June 9 ...	1,038,000	906,000	683,000
June 2 ...	1,083,000	913,000	687,000
May 26 ...	1,060,000	853,000	708,000

* Source: U. S. Bureau of Mines.

BITUMINOUS COAL PRODUCTION



The chart shows the weekly movement of daily average output. Daily average production during July dropped below the corresponding period of the preceding year for the first time since last December.

GRAPHIC REVIEWS

JULY BUILDING IMPROVED

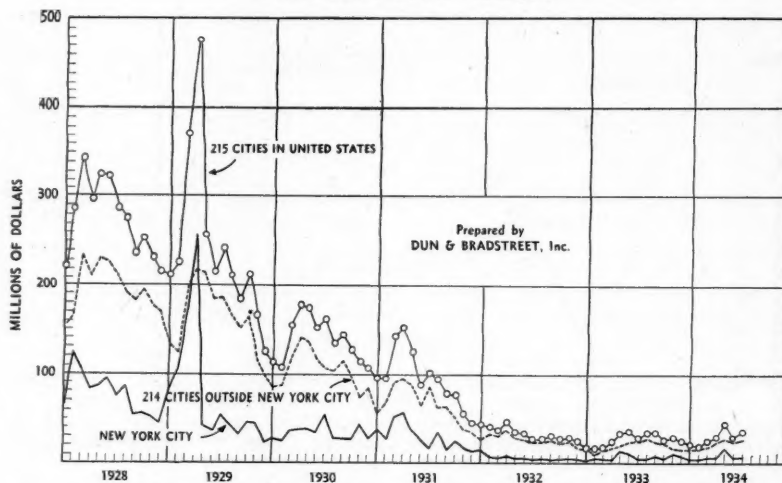
BUILDING permits issued in 215 cities of the United States amounted to \$33,891,677 during July, compared with \$28,621,565 in June, and \$29,484,891 in July last year. This represented an increase of 18.4 per cent over June, whereas the usual seasonal movement from June to July is a decline of about 10.5 per cent. Compared with July, 1933, the gain was 14.9 per cent.

The group totals of building expenditures for the 215 cities for July of this year and last, are shown in the following table:

	July 1934	July 1933	Change P. Ct.
New England...	\$5,327,137	\$2,165,348	+146.0
Mid. Atlantic...	12,358,607	8,424,357	+46.7
So. Atlantic...	3,043,295	2,244,601	+35.6
East Central...	5,111,437	3,248,077	+57.4
South Central...	2,059,951	2,725,412	-24.4
West Central...	1,693,936	5,134,526	-67.0
Mountain	915,738	343,598	+166.5
Pacific	3,881,576	5,198,972	-35.0
Total U. S. ...	\$33,891,677	\$29,484,891	+14.9
New York City...	\$7,908,885	\$4,512,238	+75.3
Outside N.Y.C.	\$25,982,792	\$24,972,653	+4.0

The July showing at New York City was particularly favorable, permits for the five boroughs totaling \$7,908,885 last month, against \$5,522,337 in June and \$4,512,238 in July a year ago, representing increases of 43.2 and 75.3 per cent, respectively.

BUILDING PERMIT VALUES



Following the sharp downward movement registered in June, building permit expenditures in July expanded contra-seasonally, the total being the second largest for this year.

Building permits for the first seven months of 1934 amounted to \$201,276,200 as compared with \$169,905,404 in the same period of last year, or a gain of 18.5 per cent.

Building Permit Values (Monthly)

(215 Cities)

Jan.	\$20,825,055	\$17,744,805	\$42,429,665
Feb.	19,326,964	17,161,943	40,858,938
Mar.	25,505,005	17,798,441	37,676,746
April	20,280,666	22,091,417	47,741,687
May	43,825,268	31,525,523	34,566,714
June	28,621,565	34,098,384	32,173,221
July	33,891,677	29,484,891	27,150,469
Aug.	32,391,868	27,565,795
Sept.	32,243,704	30,437,268
Oct.	26,198,342	26,107,428
Nov.	28,021,688	29,301,809
Dec.	24,915,270	23,279,690

Total... \$313,676,276 \$399,288,930

AUTOMOBILE PRODUCTION

WHILE the production of automobiles showed a moderate seasonal drop from May to June, it was the highest total for that month since 1930, according to the monthly report on factory sales by the Department of Commerce. Total output in June was 308,051 cars, trucks and taxicabs, against 331,652 in May and 249,727 in June a year ago.

In the first half of this year, production jumped to 1,714,325 cars and likewise was higher than any similar period since 1930. This represented an increase of 73.1 per cent over the first half of last year and of 96.7 per cent over the like period of 1932, but was 22.0 per cent below the record for 1930.

United States Automobile Production*

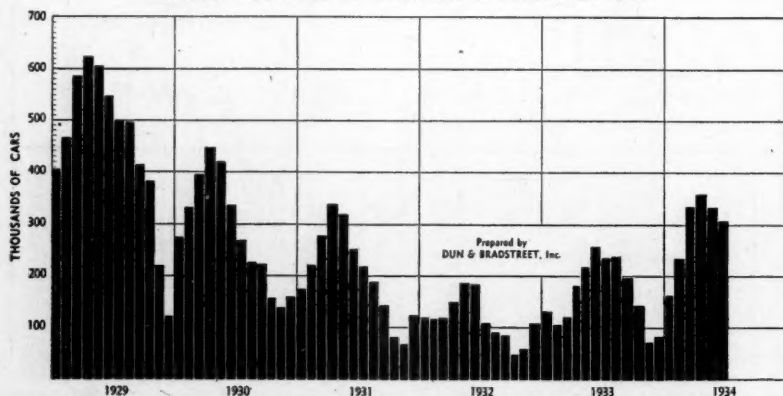
(Cars, Trucks and Taxicabs)

	1934	1933	1932	1931
Jan. ...	156,907	128,825	119,344	171,848
Feb. ...	231,707	105,447	117,418	219,940
Mar. ...	331,263	115,272	118,959	276,405
Apr. ...	354,745	176,432	148,326	336,939
May ...	331,652	214,411	184,295	317,163
June ...	308,051	249,727	183,106	250,640
July	229,357	109,143	219,490
Aug.	232,855	90,325	187,197
Sept.	191,800	84,150	140,566
Oct.	134,683	48,702	80,142
Nov.	60,683	59,557	68,867
Dec.	80,565	107,853	121,541

Total. 1,920,057 1,370,678 2,389,738

* Source: U. S. Bureau of the Census.

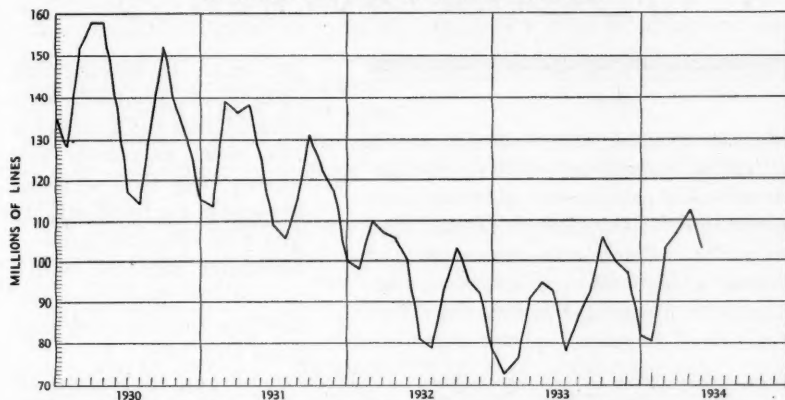
UNITED STATES AUTOMOBILE PRODUCTION



Since January of this year, automobile production has been maintained well above the comparative figures for 1933. In fact, the total output for the first half of the year was the highest since 1930.

OF MAJOR TRENDS

NEWSPAPER ADVERTISING LINEAGE



Newspaper advertising lineage has remained consistently above the corresponding periods of the previous year since last October. For the first six months of this year total lineage was 16.7 per cent in excess of the 1933 figures.

NEWSPAPER ADVERTISING

NEWSPAPER advertising lineage continued substantially above the corresponding period of 1933 in June, September of last year being the last month to show a decline from the corresponding period of the previous year. Total lineage carried by newspapers in 52 cities during June, according to "Newspaper Advertising Trends," published by Media Records, Inc., amounted to 103,645,000, an increase of 11.2 over June, 1933. This was somewhat below the gains made in other recent months and was 7.6 per cent under the May total.

Total newspaper advertising in the 52 cities during the first six months of 1934 aggregated 590,149,000 lines. This is an increase of 16.7 per cent over the comparable period of 1933, but shows a drop of 5.2 per cent from the first six months of 1932.

All newspaper classifications are running ahead of the first six months of 1933, with automotive lineage showing the largest increases. Lineage in this classification for the first half of 1934 amounted to 43,447,610, a gain of 44.2 per cent over a year ago. General or national advertising came next with 111,616,791 lines carried

by newspapers this year, representing an increase of 22.4 per cent over 1933. Classified lineage for the first half of 1934 amounted to 99,712,343, a gain of 5.4 per cent over 1933.

Newspaper Advertising Lineage*

	1934	1933	1932
Jan. ..	\$82,455,000	\$77,956,895	\$115,466,064
Feb. ..	80,788,000	72,538,858	97,570,237
Mar. ..	103,648,000	76,363,808	109,807,748
Apr. ..	107,491,000	91,053,494	108,686,421
May ..	112,122,000	94,648,666	106,004,093
June ..	103,645,000	93,167,974	100,156,535
July	78,319,115	80,871,452
Aug.	86,338,635	78,838,572
Sept.	92,617,063	93,002,658
Oct.	105,970,192	103,323,346
Nov.	99,823,309	94,967,454
Dec.	96,715,692	91,509,274
Total.	\$1,065,514,601	\$1,164,769,810	

* Source: Media Records, Inc.

FREIGHT CARLOADINGS

CARLOADINGS in the four weekly periods of July were below those of the corresponding period of last year, this being the first time that loadings have declined from the preceding year's totals since May, 1933, when they began to show improvement.

Freight loadings in the week ended July 28 were 608,848 cars, a decrease of 0.9 per cent, compared with the preceding week, and a drop of 4.7 per cent, as compared with the same week of last year.

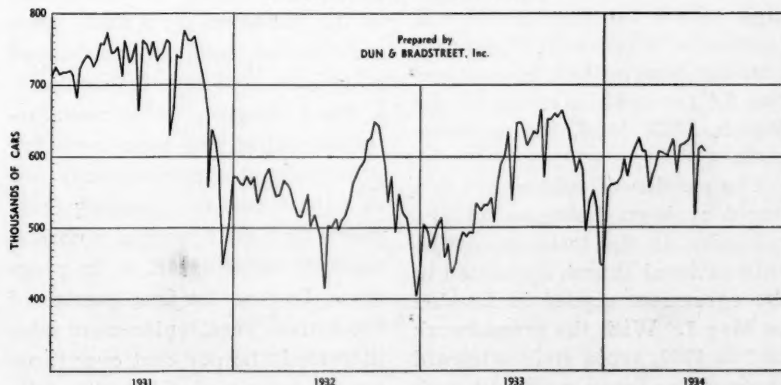
The decline in loadings during July was contrary to a normal seasonal increase and the adjusted index of carloadings compiled by Dun & Bradstreet, Inc., declined to 59.8 per cent of the 1928-1930 average, as compared with 64.9 a month earlier.

Carloadings by Weeks*

	1934	1933	1932
July 28.....	608,848	644,839	510,687
July 21.....	614,864	656,380	501,912
July 14.....	602,778	653,661	503,761
July 7.....	519,807	543,510	415,925
June 30.....	644,572	641,730	488,281
June 23.....	621,872	609,627	498,993
June 16.....	617,649	592,759	518,398
June 9.....	615,565	569,157	501,685
June 2.....	578,541	512,974	447,412
May 26.....	624,567	545,551	521,249
May 19.....	611,142	535,719	515,628
May 12.....	601,739	534,806	517,260
May 5.....	604,205	527,118	533,951
April 28.....	608,654	538,809	554,197
April 21.....	589,453	496,512	562,527
April 14.....	578,837	498,182	568,828
April 7.....	557,887	492,061	545,623
March 31.....	608,443	498,356	544,961
March 24.....	608,462	479,959	561,118

* Source: American Railway Association.

FREIGHT CARLOADINGS



Carloadings in recent weeks have declined from the corresponding periods of last year. For the thirty-two weeks of this year, however, loadings aggregate 17,746,628, an increase over 12 per cent over 1933.

BROADENING DEMAND REVIVING ALL RUBBER GOODS DIVISIONS

THE recovery of the rubber goods industry, which started shortly after the close of the banking moratorium in March, 1933, has been gathering momentum steadily, in keeping with the expansion of general business. While the strong impetus given to the output of tires by the revival in the automobile industry has formed the outstanding achievement, the other divisions, comprising footwear, drug sundries, and hose and belting also have participated in the advance. Last Summer many of the big manufacturers began to operate at a profit for the first time since 1929, and the year closed with the majority of firms in the black, the losses of millions in 1932 being replaced by profits of at least a few thousands.

The extent of the industry's progress is revealed in the consumption of crude rubber, which increased 22.3 per cent in 1933, rising to 405,689 long tons, which was the largest total for any year since 1929, when an all-time peak of 469,804 long tons was set down. In January and February of the current year, the 1933 consumption was nearly doubled, and in March reached 47,614 long tons, a new high record for that month. It represented a gain of 163.8 per cent over the March, 1933, figures, and was 6.4 per cent in excess of the March, 1929, total, the previous peak.

The surplus of rubber still is a world problem, however, and its reduction is the task facing the International Board, appointed in the agreement signed in London on May 7. With the groundwork laid in 1933, rapid strides toward recovery are being made, although increased costs have not, as yet,

Consumption of crude rubber running nearly double that of a year ago. Tire manufacturers curtailing production, due to heavy inventories, which have risen to highest level in four years. Retail sales nearly 40 per cent above 1933 total. Price trend definitely upward. Only one failure this year.

been fully covered by higher prices of the finished goods.

Operations Up 50 Per Cent

Plant activity throughout the industry held at a level nearly 50 per cent higher than during the first five months of 1933, with sentiment of the manufacturers molded by developments at Washington and in the rubber code. There has been a gradual expansion since the first of the year in the plants producing Summer sports goods, but the output of staples in footwear, drug sundries, and hose and belting is slightly below the first quarter's rate. Shipments of rubber footwear and clothing during the first four months of 1934 were 40 to 45 per cent larger than in 1933, while orders for Fall delivery increased 50 to 75 per cent. The tire-manufacturing industry is in the best position in the last four years, due to the increased demand, price stabilization, and the pronounced co-operation of manufacturers.

Since August, 1933, manufacturers of tires have been operating practically at normal capacity, but as output now is exceeding shipments by a good margin, a normal seasonal tapering-off is in progress. During the first quarter of the current year, replacement sales increased 21.5 per cent over those for the same period in 1933, while original equipment sales gained 95

per cent. In making this comparison, it must be considered that the figures for 1933 were extremely low during the first quarter, because of the bank holiday and the resultant lack of consumer demand, which moved the peak sales season for the industry into June and July.

Tire production in March, according to statistics compiled by the Rubber Manufacturers' Association, totalled 5,180,000 units, the highest since last July, representing an increase of 19.5 per cent from February and 154.2 per cent from March, 1933. Tire shipments in March rose to 4,223,000 units, or a gain of 28.6 per cent over the February figures and 101.9 per cent above the March, 1933, total. Shipments in March were the largest for any month since last August.

Tire Inventories at Peak

Inventories, however, have risen to the highest level in four years, totalling 11,651,000 units at the end of March, a gain of 59.8 per cent over the stocks in the hands of the manufacturers a year previous. By the end of May these had reached approximately 13,000,000, as compared with 6,700,000 on May 31, 1933. In addition, it is estimated that dealers' stocks of tires amount to nearly 5,000,000, making a total of tires on hand of 18,000,000 units, or about six months' supply. This large inventory is expected to prove an important factor in the attitude of manufacturers toward the demands of labor.

Sales Improving Steadily

Materials used in building, packing, druggists' supplies, garden hose, footwear, and bathing sundries are among the best sellers at present, although a number of

miscellaneous articles are moving well, bringing the general retail sales total around 40 per cent larger than for the comparative 1933 period. Sales of mechanical goods increased 45 per cent and were 65 per cent ahead of 1932, when industrial operations were at their lowest in more than a decade. Because of the prolonged severity of the weather, sales of galoshes and overshoes during the past Winter made the best showing in four years.

Although the upswing in the demand for automobile tires did not start until the middle of 1933, the retailers showing a profit at the close of 1933 outbalanced those that suffered a loss. This is revealed in the Analysis of the 1933 Operating Averages, prepared by the Statistical Department of Dun & Bradstreet, Inc. Of the 187 retailers of tires reporting, 106 concerns, or 56.68 per cent, of the total showed a net profit, while only 81 concerns, or 43.32 per cent of the total reported a loss. Profits ranged from 4.62 per cent to 16.71 per cent, and losses from 3.80 per cent to 31.88 per cent. The 187 retailers reporting had total net sales of 6,205,700.

Price Trend Upward

On industrial rubber goods, footwear, clothing, and sundries, the price trend has been upward since July, 1933, and further advances are anticipated before September, due to the increase in the cost of crude rubber and cotton goods. The price of crude rubber—standard thick latex—is 126.5 per cent higher than a year ago, while most of the cotton materials have advanced 25 to 50 per cent. Important tire producers raised prices 3 per cent in January, and May advances of 10 to 15 per cent were made on third and fourth line tires, bringing the average of retail prices about 10 per cent above the average for 1933.

The tire code, which became effective May 14, 1934, has established base, or minimum, prices, and while mail-order prices have not, as yet, been raised above this

minimum, an advance is looked for in the near future. The restriction of crude rubber production will have no immediate effect on prices, owing to the fact that there is at present a year's accumulation of crude rubber on hand, but will, undoubtedly, play an important part in future price increases.

Akron

The tire manufacturing industry is in better condition, generally speaking, than it has been for the past four years. Contributing factors are increased demand for its product, due to renewed activity in the automotive industry and price stabilization, effected by Government codes and a more pronounced cooperation of manufacturers.

Local tire manufacturers have been operating at practically normal capacity since August, 1933. A large increase in sales was noted for the first quarter of 1934, replacement sales totalling 7,200,000 tires and original equipment sales 3,123,000 tires, representing an increase of 21.5 per cent and 95 per cent, respectively, over the comparative 1933 figures.

Baltimore

Following a somewhat discouraging year in 1933, the rubber goods trade is experiencing a revival this year. Production in this market is confined to rubber heels and a few specialties, not of sufficient importance to make note-

worthy comparisons, though generally showing an increase. Distribution in dollar value, as compared with last year's, shows a gain of 40 to 50 per cent, while unit value has increased some 30 per cent.

Cincinnati

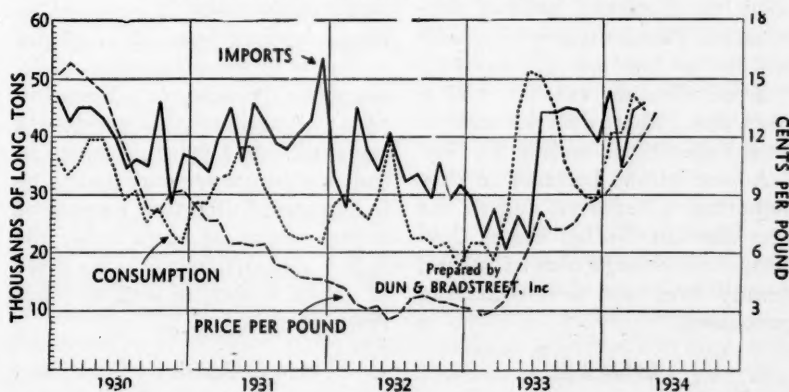
Production of mechanical rubber goods, which is influenced largely by the trend of general industrial conditions, has shown satisfactory gains, and the present rate has placed sales approximately 40 per cent in excess of the volume handled last year at this time. Manufacturing plants gradually have required additional supplies for replacement needs and also have bought new equipment, in order to facilitate output. Prices now are generally steady, but the level is about 10 per cent higher by comparison with quotations about six months ago.

Cleveland

Production and sales in the rubber goods trade have both been active since the first of the year, and in many instances concerns now are operating on a profitable basis. Production and shipments in the first five months were substantially ahead of the corresponding period of 1933.

There has been a heavier demand from the automobile industry for tires, tubes, and other original equipment, while dealers have increased their stocks in anticipa-

CRUDE RUBBER IMPORTS AND CONSUMPTION



The extent of the industry's progress is revealed in the consumption of crude rubber, which increased 22.3 per cent in 1933, rising to 498,889 long tons, the largest total for any year since 1929, when an all-time peak of 469,804 long tons was set down. April consumption was down from March, but 75 per cent above a year ago.

tion of price advances. Output has exceeded demand and, as a result, inventories are considerably higher than a year ago.

Denver

Production of rubber goods here thus far in the current year has shown an increase over last year's figures of 62 per cent in value and 125 per cent in volume. Distribution has been general, with automobile tires and Summer specialties leading the demand.

The price trend has been upward since July, 1933, and further advances are in prospect before the Fall season opens, due to the increasing quotations on crude rubber and cotton goods. A steady increase in demand in most divisions is expected during the balance of the year.

Detroit

Less than 20 per cent of the rubber used in the State is manufactured within its borders. Wholesale distribution of automobile tires and mechanical rubber goods shows a gain of 45 per cent over the corresponding five-month period of 1933 and 65 per cent ahead of 1932, when motor sales were at their lowest within a decade. Retail prices are more stable than they were and average 12 per cent higher.

Kansas City

The trade in mechanical rubber goods is excellent, while building, packing, rubber hose, druggist sundries, footwear, bathing sundries, and a large number of miscellaneous articles are moving well. The distribution extends over a wide area. There does not seem to be any specialties leading the line.

A part of the increase in consumption is reported due to the fact that the United States Government is a large user of rubber, mainly tires, and is now making purchases.

Milwaukee

Output of automobile tires is on a par with that of a year ago, with an increase in prices ranging from

15 to 20 per cent. Mechanical rubber goods have advanced slightly, with output somewhat under that of a year ago.

The best-selling items are second line tires and garden hose in the mechanical rubber division. Rubber bathing wear also is moving and is expected to be a big seller this season.

Portland, Ore.

Sales of rubber goods are about 30 per cent in excess of the volume of a year ago. Industrial consumption and specialty demand are holding up well, and rubber footwear is moving in expected volume. Prices are firm, with some increases already made and others expected soon, as the result of the rising cost of raw materials. On the whole, the Summer outlook is favorable, with stocks somewhat below normal, and with the probability of increased demand from various industrial sources.

St. Louis

All departments of this industry are indicated to be in a position to take advantage of the further expansion of general business. Wholesalers and retailers are reported to be anticipating an increase in the distribution of tires, due probably to seasonal demand and a tendency on the part of a great many car owners to hold on to their automobiles for another year.

Sales volume of rubber goods, particularly tires, is reported to have advanced from 12 to 20 per cent over this time last year. Selling prices likewise are indicated to be at a higher level than previously reported. Any price revisions in the near future are expected to be in an upward direction, because of higher operating costs under the N.R.A. and an increase in the price of crude rubber, as well as other raw materials.

Seattle

Tire and tube sales during the first four months of this year showed an increase of from 38 to

65 per cent over the like period of 1933. The average increase for those consulted amounted to 55 per cent. The increase was principally in the high quality and industrial lines.

Manufacturers and jobbers of rubber shoes and clothing claim an increase in deliveries during the first four months of 1934, as compared with the like period of 1933, of 50 per cent and an increase in orders for Fall delivery of from 50 to 75 per cent, with an average increase for those consulted in future orders of 60 per cent.

Only One Failure This Year

The sharp reduction in failures, which started in July, 1933, practically has freed the industry of bankruptcies. For the first four months of the current year no failures were recorded for manufacturers of rubber and in the distributive branch only one default occurred, with liabilities of \$16,492. This continues the downward trend of 1933, when the number of failures was cut exactly in half, as there was a total of 13, as compared with 26 in 1932.

The defaulted indebtedness of the bankrupt firms shrank by an even wider degree, as the total of \$208,856 compared with \$1,438,683 in 1932, a decrease of 85.5 per cent. In 1931, the liabilities reached an all-time high of \$1,749,970, making a reduction of 88.0 per cent in the comparison with the 1933 figures.

The complete insolvency record of the rubber goods industry since 1927, including the first four months of 1934, as compiled by Dun & Bradstreet, Inc., shows:

Manufacturers

Year	Number	Liabilities
1927.....	4	\$1,576,900
1928.....	6	238,200
1929.....	4	268,000
1930.....	4	67,200
1931.....	8	1,952,170
1932.....	14	923,883
1933.....	7	139,968
1934*.....

Wholesalers and Retailers

Year	Number	Liabilities
1927.....	11	\$133,400
1928.....	9	95,000
1929.....	2	4,600
1930.....	4	50,200
1931.....	7	212,100
1932.....	12	514,800
1933.....	6	68,888
1934*.....	1	16,492

(*) January to April, inclusive.

CONTINUED EXPANSION MARKS PROGRESS IN JEWELRY TRADE

WITH the exception of a few districts, results of operations in the jewelry trade for each month during the first half of the current year showed consistent improvement. Gains in production ranged up to 50 per cent, retail distribution was higher by as much as 40 per cent, while the firmness of the price structure at 20 to 30 per cent above last year's and the stronger demand for the better grades of merchandise augur well for increased profits. The retail jewelers' enforcement code committee is extremely active in its dealings with code violators, preventing many fraudulent sales and auctions, which for years have interfered with the business of established houses. In some States it is planned to incorporate the retail jewelers' code in State laws next Fall.

A considerable portion of retail buying continues to be on an installment basis, but receivables in this division have been reduced and remittances now are prompt, with the improvement in the general collection status permitting a wider extension of credit. As wholesale distribution reached a dollar volume approximately 50 to 85 per cent in excess of that for the corresponding months of 1933, and there have been only minor price recessions, earnings of the important distributors have been abruptly upward. Since the largest business of the year is transacted in the last quarter, 1934 gives promise of the return of a profitable operating basis to a trade which has experienced a steady downward trend for nearly five years.

Production of jewelry increased 25 to 50 per cent over comparative 1933 figures. Gain in sales 30 to 50 per cent, with more emphasis on high-priced articles. Price level lifted 20 to 25 per cent, due to higher quotations on gold, silver, and diamonds. Profits becoming general. Fewest failures since 1929.

Last Year's Output Exceeded

Manufacturers of jewelry report an increase in production of 25 to 50 per cent during the first six months of the current year over the comparative 1933 period. The principal gain in orders occurred during the early months of the year, evidently because inventories were reduced during the 1933 holiday season and stocks were subsequently replenished, as the buying for the Easter period was earlier than usual. Pay rolls and the total number of employed are about 20 per cent above last year's. While good operating schedules are expected to be maintained during August, last year's level will not be reached, as orders during the Summer of 1933 were pushed to an abnormally high level, because of the abrupt rise in prices. Starting with September, however, a good increase in production is in prospect, as the normal buying season starts at that time.

While current orders are chiefly for the inexpensive bracelets, earrings, wrist watches, and the popular-priced costume jewelry, larger bookings are being made by manufacturers of gold and platinum and ornamental jewelry, including diamond and precious stone settings. As inventories of these items are low, any slight improvement in retail demand is felt immediately by manufacturers. The larger demand for diamonds is revealed by

the total volume shipped into the United States during the first half of the year, the monthly average of which was nearly 30 per cent larger than for the comparative period of 1933.

Not all of these stones, however, found their way into the jewelry trade, as there has been a stronger call for diamonds for industrial uses, diamonds now being used in some stage of the manufacturing process in nearly every major industry. World output of diamonds in 1933 totalled 4,000,000 carats, with a value of approximately \$15,000,000. This compares with an output of 7,000,000 carats, with a value of around \$80,000,000 in normal years. Nearly 75 per cent of the value of the world diamond production is absorbed by the United States.

Wide Gain in Sales

That the buying public has more money to spend on luxuries is attested by the steady improvement in general sales during the first half of this year. For, in spite of the slight recession in demand experienced by retail and installment houses during June, sales ranged from 30 to 50 per cent larger than for the comparative period of 1933. Some of the installment houses reported May sales as the second best for any month in eleven years. Distribution of high priced jewelry and gems, on the other hand, gained only moderately during the first four months of the year, but during May and June sales practically were double those of the four months preceding.

Sales of silverware in May were down somewhat from a year ago, as during that month in 1933 buying was abnormally heavy, due to the sharp rise in the quotations of

the base metal. Watches, diamonds, silverware, china and crystal ware, and a wide assortment of seasonal goods have contributed the bulk of the sales volume thus far this year. There was a strong demand this Spring for wedding rings, wedding and graduation gifts, and some buying already is in evidence for next Christmas. The latter is present principally in the installment goods, as purchasers have had articles laid aside, on which they are making small monthly payments. There has been an unusually strong demand for diamond rings selling from \$100 to \$300, and sales of the better grades of American-made watches have contributed a considerable portion to the enlarged volume. Costume jewelry and novelty articles continue popular.

Price Level Lifted

While the gold base jewelry has climbed upward in price as much as 60 per cent, the general average of prices is 20 to 25 per cent above that of a year ago. Watches are up 5 to 10 per cent, and novelty jewelry 10 to 15 per cent. In January, manufacturers of silver-plated ware increased prices on low-end and medium-priced goods 10 to 20 per cent, which was followed in March with an advance of 10 per cent on sterling and the better grades of silver-plated ware. During 1931 and 1932, the price of the best grades of one-carat diamonds fell as low as \$500, but the strength of the demand since the latter part of 1933 has brought the current quotation to around \$650, which represents about 85 per cent of the maximum price reached during 1924 to 1929.

That the higher price level and the stronger demand have resulted in more members of the trade replacing losses by profits is revealed by the Analysis of 1933 Operating Averages, prepared by the Statistical Department of Dun & Bradstreet, Inc. Of the 672 retailers of jewelry reporting, with total 1933 net sales of \$10,132,800, a net profit was reported by 419 concerns, or by 62.4 per cent of the total num-

ber. These concerns had total 1933 net sales of \$6,126,600, or 60.5 per cent of the total volume.

Baltimore

Wholesale distribution of jewelry during the first half of the year reached a volume approximately 85 per cent in excess of that for the corresponding period of 1933 in dollar value. True, this increase is attributed largely to advanced prices, but unit sales advanced some 20 per cent or more. The increased activity centered largely around watches and novelties, while the unprecedented rise in gold diverted more attention to silver.

Boston

Leading jewelers in Boston report a considerably larger dollar and unit volume of sales during the current year to date, as compared with the preceding year. Watches are the best-selling item, and prices are firm.

Collections are fair, and some old indebtedness is now being liquidated, which enables wholesalers to extend further credit. The outlook appears normal, and there are no indications of any decided business slump at present.

Cleveland

Wholesale dealers report general improvement in the first five

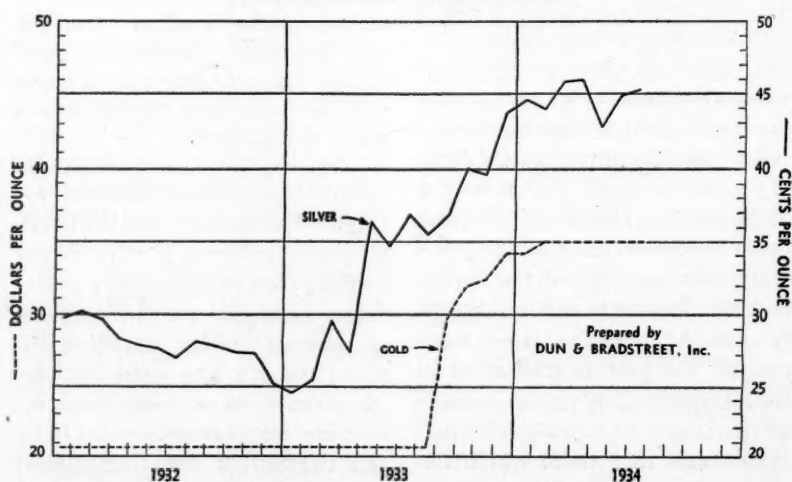
months of this year, indicating that the people again have the money to spend for luxuries. Sales have been somewhat retarded by the increased price of gold and the 10 per cent excise tax on articles retailing over \$3. Especially large increases have been shown in sales of silver and chinaware, indicating that consumers are buying substantial items for their homes, in some cases for the first time in four years.

Retailers of moderate-priced jewelry, including installment houses, report a distinctive improvement the first five months of the year, but a slight recession during June. Sales, as a rule, have shown a 50 per cent increase over last year's. Distributors of higher-priced jewelry and gems had only a small improvement during the first four months of the year, but a marked gain in sales during May and June.

Cincinnati

During the first half of the current year, wholesale distribution registered gains averaging 25 to 30 per cent, by comparison with the corresponding period of 1933. The demand was diversified, although the sale of the better-grade American-made watches contributed to a considerable portion of the volume.

VALUE OF SILVER AND GOLD
(Prices on First of Each Month)



The general average of jewelry prices is only 20 to 25 per cent more than a year ago, despite the fact that gold has advanced 69.3 per cent, while silver quotations have risen 23.4 per cent during the same period and are 62.6 per cent above the Midsummer position in 1932, or higher than in any July since 1929.

The tendency now is toward higher-priced articles in general, which is indicative of improved conditions, and the outlook is viewed with more optimism. Principal gains in sales occurred during the earlier months of the year, evidently because inventories were reduced during the 1933 holiday season and stocks were subsequently replenished.

Indianapolis

Wholesale sales so far during 1934 show an increase of 50 per cent over the similar period of 1933. Prices are somewhat less now than in December, 1933, although the trend for the Fall is upward. Wholesale collections show a continued improvement.

During July and August, there will be the seasonal curtailment, but prospects appear very encouraging from September on. Retail trade has shown a steady improvement, the best-selling items being sterling flatware, watches, and low-priced diamond rings. Retail collections are reported as good.

Kansas City

Leading jewelers report that trade at the present time is satisfactory, and distribution is up to the average. The best sellers are watches, diamonds, china, and crystal ware and a miscellaneous assortment of seasonal goods. There is a brisk trade in wedding rings, wedding presents and some buying is already in evidence for next Christmas. The indications for the coming season are said to be good, and an optimistic feeling prevails throughout the trade.

Milwaukee

There has been a rather steady uptrend in sales thus far this year, but in May the silver business was not so large as in 1933, due to the heavy demand which developed during that month, because of the rising prices. As a result of the many weddings and graduations, sales in June were 40 per cent higher than in June, 1933, with little diminution of demand ex-

pected during July and August. It is very likely that the retail jewelers' code will be incorporated under the State laws of Wisconsin this Fall, making this the first State to take such action.

Newark

In high-grade gold and platinum and ornamental jewelry, including diamonds and precious stone settings, manufacturers report production about equal to that for the same period last year. Demand for rings shows some improvement over that period, but the current trend toward improvement, taken as a whole, is not very marked. Operations are about 35 per cent of normal capacity.

Producers of popular-priced costume jewelry have been fairly well occupied for the last several months, but competition is keen, and prices are such that the profit margin is rather slender. Inventories with retailers are low, much below normal, as any slight improvement in the retail trade demand is quickly felt by manufacturers, with replenishing orders coming in.

Providence

This is an important manufacturing jewelry center, and bearing out early predictions of jewelry manufacturers that the 1934 Fall season would be better than in several years, business for that period already has begun in a satisfactory manner. Officials claim that more buyers registered in hotels in the city during the last week of June than in any comparative period in several years. Orders placed were chiefly for inexpensive bracelets, earrings, wrist watches, and costume jewelry.

The wholesale and retail jewelry trade generally is alive to the manufacturers' limitations under code operation, as plants can produce only a certain amount of goods in a given time. As the result of the many disappointments in the Spring trade, because of the inability to obtain deliveries, the present trend is decidedly toward

the early placement of Fall orders.

Seattle

Retailers of jewelry report a 30 per cent increase in sales, principally in medium-priced merchandise, with prices 15 to 25 per cent higher than in the corresponding six months of 1933. Prices are tending downward, and collections show a 15 per cent improvement, attributed largely to the fact that the accounts are more selective. With a shading in retail prices, prospects are looked upon as more favorable than at this time in 1933.

Fewest Failures Since 1929

The progressive reduction in the number of failures, which occurred during the last six months of 1933, has been accentuated thus far in the current year. For, the average monthly number of bankruptcies from January to the end of May was only 17, as compared with nearly 40 for the twelve months of 1933.

From an all-time high of 864 in 1932, failures in 1933 dropped to 470, a decline of 394, or 45.6 per cent, and represented the lowest total recorded since 1929. The loss of money which the insolvencies entailed was cut by an even wider degree, as against the peak aggregate of \$19,923,183 set down for 1932, the involved liabilities for 1933 were reduced to \$9,001,587, a decrease of \$10,921,595, or 54.8 per cent.

The complete insolvency record of the jewelry trade since 1927, including the first five months of the current year, as compiled by Dun & Bradstreet, Inc., shows:

Manufacturers

Year	Number	Liabilities
1927.....	34	\$619,000
1928.....	83	1,301,000
1929.....	13	322,776
1930.....	15	118,000
1931.....	31	720,359
1932.....	56	1,824,864
1933.....	30	886,834
1934*.....	8	509,800

Retailers and Wholesalers

Year	Number	Liabilities
1927.....	420	\$7,591,560
1928.....	473	8,158,367
1929.....	421	8,206,243
1930.....	493	8,074,319
1931.....	663	12,885,357
1932.....	808	18,098,316
1933.....	440	8,614,753
1934*.....	77	1,179,013

(*) January to May, inclusive.

JULY FAILURES DECLINED TO LOW SINCE 1929

A DROP of 11.7 per cent in the number of business failures in the United States occurred for the month of July, and the liabilities were lower than those for June by 19.0 per cent. Records of Dun & Bradstreet, Inc., showed 912 defaults in the month just closed, the lowest for July since 1920, and the lowest for any month during the same period of time.

In June, this year, there were 1,033 insolvencies reported, while in July, 1933, the record showed 1,421 similar defaults. The reduction in July this year from a year ago was 35.8 per cent. The high mark for business failures for that month was reached in 1932, when the number totalled 2,596.

Liabilities for the July failures involved \$19,325,517. These figures compare with \$23,868,293 in June this year, and with \$27,481,103 in July, 1933. For the month last mentioned, business concerns en-

countered fewer difficulties than in any previous month that year; in fact, it was at about that period that the change from a severely trying time, which had covered two or three years, first became strongly evident.

Prior to the middle of 1933, insolvencies had been quite numerous, and the losses involved were unusually heavy. This was particularly the case in 1932, in which

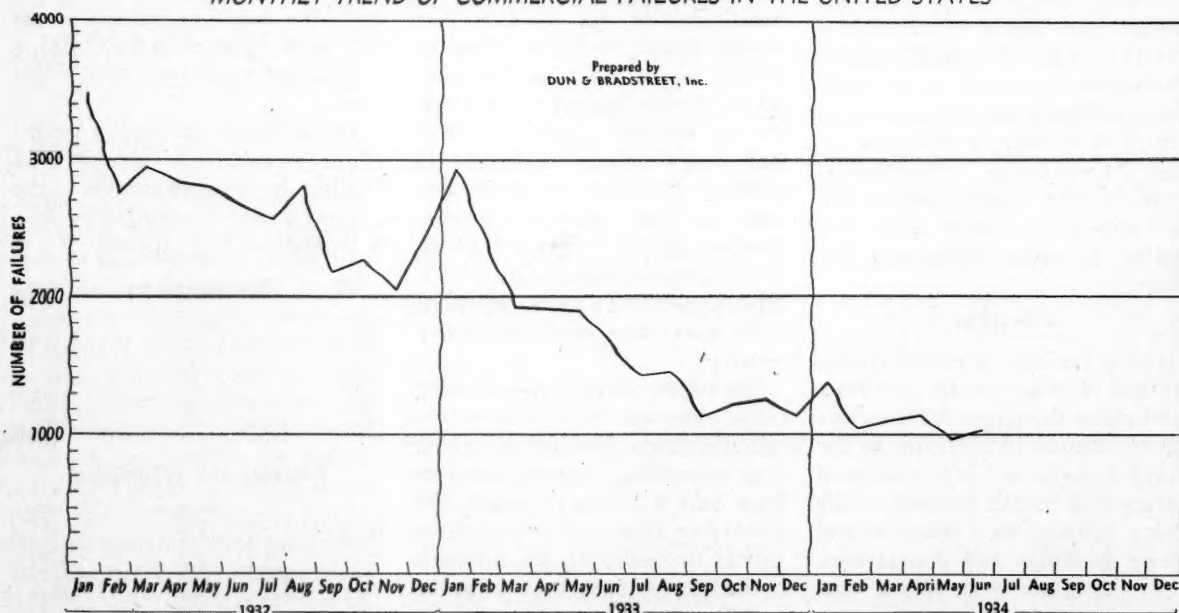
year the number of business failures for each month ranged high. Furthermore, the total indebtedness involved in that year also was heavy.

For the seven months of 1934, the number of business defaults was 7,489. These compared with 14,144 failures for the first seven months of 1933, and with 20,029 for the same period in 1932. The reduction so far this year, as com-

DUN'S INSOLVENCY INDEX Ratio of Commercial Failures to Each 10,000 Business Concerns

	Monthly					5-Year Average		Monthly		
	1934	1933	1932	1931	1930	1925-29	Ratio	1922	1921	1920
January	82.5	179.4	201.8	188.4	150.2	139.5	160.0	173.7	126.2	27.8
February	71.9	159.0	165.9	169.0	146.7	128.2	147.0	168.7	123.4	26.1
March	64.2	111.4	159.7	146.0	128.4	110.4	126.6	144.8	98.1	27.6
April	65.4	115.3	158.0	134.1	125.0	107.4	123.0	137.3	93.8	26.6
May	59.2	113.9	162.0	131.7	119.9	104.5	119.8	124.4	88.5	27.5
June	63.1	99.9	155.2	112.4	114.4	100.8	115.6	105.4	82.7	29.5
July	56.9	90.4	156.3	112.1	112.4	95.7	109.7	110.4	93.6	29.9
August	86.7	155.5	111.3	105.7	90.9	104.2	99.8	93.4	29.4
September	71.0	132.1	114.0	112.9	87.2	100.0	98.5	94.5	30.3
October	76.6	137.8	134.7	117.0	90.2	103.8	107.3	109.8	105.8
November	82.1	130.9	141.2	127.0	107.1	122.8	112.3	132.8	109.7
December	74.0	145.3	158.8	140.7	112.0	128.3	114.0	159.6	116.2
Year	103.6	153.3	133.4	120.7	105.6	119.4	102.0	48.8
Seven mos..	66.2	124.2	165.6	142.0	128.1	112.4	137.7	100.9	27.9

MONTHLY TREND OF COMMERCIAL FAILURES IN THE UNITED STATES



The 912 commercial failures recorded for July was the smallest number that has appeared in the tabulation for any month since 1920. In July, 1932, there were 1,421 similar defaults, making the reduction from a year ago 35.8 per cent. The high mark for commercial failures for July was in 1932, with a total of 2,596.

pared with the same time in 1933, totals 6,655 in the number of defaults, which is equivalent to a decline of 47.1 per cent. For the seven months of 1934, the total of liabilities reported amounted to \$171,119,277, compared with \$355,071,851 for the same period in the preceding year, or a curtailment in the loss of 51.8 per cent.

Dun's Insolvency Index

Dun's Insolvency Index, after a small advance in June, has taken another drop for July, and is now below that for any month since September, 1920. This record measures the number of business failures in the United States in proportion to the number of concerns in business. It is complete for a period covering nearly seventy years.

The July figure was 56.9. This

Analysis of Failures by Liability Groups for July

	Number		Ratio		Liabilities		Ratio	
	1934	1933	1934	1933	1934	1933	1934	1933
Under \$5,000.....	299	32.8	514	36.2	\$769,665	\$2,574	\$1,320,543	\$2,569
\$5,000 to \$25,000..	453	49.6	665	46.8	4,879,254	10,771	7,332,933	11,027
\$25,000 to \$100,000	112	12.3	182	12.8	4,847,629	43,282	8,221,538	45,173
\$100,000 and over..	48	5.3	60	4.2	8,828,967	183,938	10,606,039	176,767
Total	912	100.0	1,421	100.0	\$19,325,517	\$21,190	\$27,481,103	\$19,304

compares with 63.1 for June and 59.2 for May this year, the latter the lowest up to that time for any month back to 1920. The Index Number for July, 1933, was 90.4, the record for that month showing a considerable decline for 1933 up to that date.

For the three years prior to 1933, the Insolvency Index was considerably higher; in fact, for July, 1932, it was the highest for that month on record, being 156.3. The five-year average, 1925-1929, inclusive, for the month of July was 95.7. During those five years, economic conditions were at a position generally considered normal for the after-the-war term. The fact is that they were in most respects, now looked upon as exceedingly active.

Under such a movement, extending practically to every mercantile interest, business defaults might be supposed to be restricted to very narrow limits, yet the Insolvency Index for those five years

Failures by Federal Reserve Districts—July

Districts	Number			Liabilities	
	1934	1933	1932	1934	1933
Boston (1).....	66	138	321	\$1,367,851	\$1,967,928
New York (2).....	336	333	606	7,747,778	8,786,025
Philadelphia (3).....	48	63	163	1,336,157	1,347,034
Cleveland (4).....	56	110	203	1,719,310	2,667,563
Richmond (5).....	61	102	173	1,718,339	1,262,789
Atlanta (6).....	31	58	128	342,018	657,912
Chicago (7).....	75	180	331	1,638,609	3,888,186
St. Louis (8).....	18	60	109	148,738	1,091,513
Minneapolis (9).....	18	62	71	237,926	1,133,996
Kansas City (10).....	37	75	141	480,641	606,334
Dallas (11).....	22	42	72	361,166	798,981
San Francisco (12).....	144	198	278	2,226,984	3,273,842
Total United States.....	912	1,421	2,596	\$19,325,517	\$27,481,103

JULY, 1934

Districts	Manufacturing		Trading		Other Com'l	
	No.	Liabilities	No.	Liabilities	No.	Liabilities
First	19	\$517,776	41	\$279,194	6	\$570,881
Second	98	2,744,755	182	2,824,551	47	2,178,472
Third	12	159,639	26	504,508	10	672,010
Fourth	11	724,856	43	787,442	2	207,012
Fifth	19	1,187,501	40	281,976	2	248,802
Sixth	2	63,646	26	232,295	3	46,077
Seventh	25	506,326	48	1,027,383	2	104,900
Eighth	2	9,800	15	136,047	1	2,891
Ninth	1	51,410	15	94,551	2	91,985
Tenth	7	174,956	29	265,935	1	39,750
Eleventh	4	72,190	18	288,976
Twelfth	35	573,115	96	1,400,631	13	253,238
Total U. S.....	235	\$6,785,970	579	\$8,123,489	98	\$4,416,058
July, 1933.....	325	\$8,281,762	976	\$13,544,487	120	\$5,654,854

was above that for some preceding years. There were a number of years, during the World War, and in years prior to that destructive event, when the Insolvency Index was considerably lower. In some

Failures by Branches of Business—July, 1934

	Number			Liabilities	
	July 1934	July 1933	July 1932	July 1934	July 1933
MANUFACTURERS					
Iron, Steel and Foundries.....	8	15	29	\$190,776	\$528,420
Machinery and Tools.....	17	30	39	575,157	625,364
Woolens, Carpets, etc.....	..	3	8	32,000
Cottons and Lace.....	2
Lumber and Building Lines.....	37	30	80	975,368	2,285,539
Clothing and Furnishings.....	23	28	74	361,362	595,703
Hats, Gloves and Furs.....	17	11	16	355,173	91,033
Chemicals and Drugs.....	3	6	14	93,700	119,500
Paints	1	1	2	215,156	1,200
Printing and Engraving.....	9	20	38	778,186	420,264
Milling and Bakers.....	22	27	50	136,732	200,760
Leather and Shoes.....	11	11	17	137,668	558,687
Tobacco	1	6	8	9,700	78,188
Stone, Clay and Glass.....	5	11	19	192,495	435,929
All Other.....	81	126	226	2,764,497	2,339,175
Total Manufacturers.....	235	325	622	\$6,785,970	\$8,281,762
TRADERS					
General Stores.....	20	36	119	\$123,540	\$446,063
Groceries, Meat and Fish.....	178	277	321	1,729,372	2,768,446
Hotels and Restaurants.....	68	73	95	1,448,842	1,113,086
Tobacco	5	14	24	42,580	89,866
Clothing and Furnishings.....	53	85	300	539,587	824,590
Dry Goods and Carpets.....	19	58	127	137,534	889,522
Shoes and Luggage.....	12	36	65	154,988	471,261
Furniture and Crockery.....	17	29	85	448,230	382,714
Hardware, Stoves and Tools.....	24	46	56	177,579	934,699
Chemicals and Drugs.....	56	94	102	802,937	846,412
Paints	12	6	18	67,050	85,768
Jewelry and Clocks.....	8	17	55	75,339	236,605
Books and Paper.....	8	19	31	134,674	269,029
Hats, Gloves and Furs.....	6	17	21	95,618	105,145
All Other.....	93	169	371	2,145,619	4,131,291
Total Traders.....	579	976	1,790	\$8,123,489	\$13,544,487
Agents and Brokers.....	98	120	184	4,416,058	5,654,854
Total United States.....	912	1,421	2,596	\$19,325,517	\$27,481,103

Commercial Failures in United States—Second Quarter, 1934

	ALL COMMERCIAL, 1934			Total, 1933		CLASSIFIED FAILURES			Other Com'l	
	No.	Assets	Liabilities	No.	Liabilities	Manufacturing	Trading		No.	Liabilities
NEW ENGLAND										
Maine	16	\$63,108	\$154,399	44	\$690,578	4	\$45,076	12	\$109,323	..
New Hampshire	6	42,863	81,485	31	816,177	2	30,464	4	51,021	..
Vermont	6	40,130	107,891	9	499,321	2	22,448	3	62,237	1
Massachusetts	187	828,706	3,115,331	277	7,826,550	81	1,349,831	78	689,215	28
Connecticut	51	330,025	822,841	164	2,315,511	12	216,043	35	518,110	4
Rhode Island	40	58,427	188,957	78	409,581	13	55,871	26	128,225	1
Total, 1934	306	\$1,363,259	\$4,470,904	603	\$12,557,668	114	\$1,719,793	158	\$1,558,131	34
Total, 1933	603	\$3,677,246	\$12,557,668	162	\$6,211,781	384	\$4,307,866	57
MIDDLE ATLANTIC										
New York	736	\$10,388,233	\$20,691,318	1,138	\$31,909,850	216	\$9,291,556	423	\$6,493,426	97
New Jersey	193	1,860,883	4,527,689	222	6,765,390	51	1,111,033	124	2,910,268	18
Pennsylvania	176	6,350,840	8,089,282	358	16,102,460	49	4,095,714	113	2,649,824	14
Total, 1934	1,105	\$18,599,956	\$33,308,289	1,718	\$53,777,610	316	\$15,398,303	660	\$12,053,518	129
Total, 1933	1,718	\$25,172,644	\$53,777,610	470	\$19,640,160	1,057	\$25,317,071	191
SOUTH ATLANTIC										
Maryland	47	\$572,888	\$894,350	97	\$2,445,283	11	\$330,473	32	\$280,899	4
Delaware	1	29,990	29,726	4	228,660	1	29,726	..
District of Columbia	21	122,183	183,846	14	600,613	6	44,015	9	77,417	6
Virginia	38	106,913	219,777	61	882,575	11	62,495	26	154,968	1
West Virginia	37	742,522	643,839	77	1,013,603	10	453,082	26	167,757	1
North Carolina	25	2,771,371	1,111,517	67	2,053,300	4	816,213	19	281,171	2
South Carolina	8	117,285	146,719	4	150,023	1	8,207	7	138,512	..
Georgia	14	192,706	299,945	60	521,156	1	14,006	11	272,530	2
Florida	15	102,533	117,928	40	890,122	2	17,565	12	94,494	1
Total, 1934	206	\$4,752,391	\$8,647,647	424	\$8,785,315	46	\$1,746,956	143	\$1,497,474	17
Total, 1933	424	\$6,572,815	\$8,785,315	79	\$2,608,868	311	\$4,057,013	34
SOUTH CENTRAL										
Kentucky	19	\$701,188	\$551,194	57	\$971,299	7	\$475,476	11	\$65,926	1
Tennessee	28	266,356	553,613	88	2,329,050	8	334,117	17	155,643	3
Alabama	23	194,130	341,008	59	1,962,091	2	5,801	19	220,707	2
Mississippi	8	79,917	76,547	25	481,286	1	11,366	7	65,181	1
Arkansas	14	66,362	173,057	50	1,168,462	2	19,821	11	143,236	1
Oklahoma	27	215,619	494,496	64	1,008,770	2	201,302	23	269,264	2
Louisiana	8	48,428	101,483	25	811,170	2	48,905	6	52,578	..
Texas	57	259,109	622,935	153	2,454,127	3	71,617	53	545,612	1
Total, 1934	184	\$1,826,099	\$2,914,333	521	\$11,186,115	27	\$1,167,905	147	\$1,518,147	10
Total, 1933	521	\$7,090,032	\$11,186,115	73	\$3,179,187	428	\$7,499,285	20
CENTRAL EAST										
Ohio	158	\$3,994,413	\$5,873,166	307	\$8,872,875	40	\$2,161,821	105	\$2,778,367	13
Indiana	56	539,457	925,357	79	3,203,367	15	510,180	36	355,840	5
Illinois	214	4,527,158	7,264,863	340	12,351,506	46	1,389,400	144	4,046,763	24
Michigan	59	1,074,210	1,629,684	132	3,280,863	23	1,289,396	31	200,561	5
Wisconsin	88	1,242,278	1,457,902	143	3,348,522	32	768,108	53	674,993	3
Total, 1934	575	\$11,377,516	\$17,150,972	1,001	\$31,007,133	156	\$6,118,905	369	\$8,056,533	50
Total, 1933	1,001	\$19,987,776	\$31,007,133	256	\$14,085,120	682	\$13,684,521	63
CENTRAL WEST										
Minnesota	52	\$566,903	\$802,250	109	\$1,713,716	8	\$63,648	39	\$606,493	5
Iowa	33	290,494	377,956	86	846,839	3	220,164	30	157,792	..
Missouri	37	379,830	388,042	110	1,022,102	8	102,667	28	281,741	1
North Dakota	2	11,559	17,207	9	104,482	2	17,207	..
South Dakota	5	9,282	9,282	10	193,310	5	9,282	..
Nebraska	37	373,760	558,309	72	640,318	5	69,767	29	232,313	3
Kansas	13	854,487	904,962	56	1,054,728	2	240,000	7	38,010	4
Total, 1934	179	\$2,480,992	\$3,058,017	452	\$5,575,493	26	\$696,246	140	\$1,342,838	13
Total, 1933	452	\$4,334,438	\$5,575,493	62	\$1,393,561	368	\$3,781,913	22
WESTERN										
Montana	14	\$73,005	\$102,901	22	\$108,984	2	\$46,000	12	\$56,901	..
Idaho	6	13,600	28,000	11	55,557	5	26,000	1
Wyoming	11	59,797
Colorado	17	60,058	189,112	55	816,808	8	43,199	7	37,335	2
New Mexico	6	76,784	153,280	22	253,544	6	153,230	..
Arizona	13	214,519
Utah	17	51,994	106,996	27	162,963	1	25,000	16	81,996	..
Nevada	1	1,000	4,500	3	114,250	1	4,500	..
Total, 1934	61	\$276,441	\$585,339	164	\$1,786,402	11	\$114,199	47	\$359,962	3
Total, 1933	164	\$908,100	\$1,786,402	17	\$344,873	139	\$1,141,136	8
PACIFIC										
Washington	77	\$364,101	\$713,147	118	\$1,790,435	20	\$348,759	52	\$309,562	5
Oregon	57	265,229	567,512	74	1,280,027	10	163,811	42	294,161	5
California	312	4,886,220	5,799,943	403	6,717,668	80	2,079,937	201	3,034,054	31
Total, 1934	446	\$5,515,559	\$7,080,602	595	\$9,738,130	110	\$2,592,507	295	\$3,637,777	41
Total, 1933	595	\$5,355,492	\$9,738,130	181	\$3,341,350	418	\$4,919,561	46
Total U. S., 1934	3,062	\$46,191,713	\$72,216,108	5,478	\$134,413,866	806	\$29,554,754	1,959	\$30,024,380	297
Total U. S., 1933	5,478	\$73,078,543	\$134,413,866	1,250	\$50,804,900	3,787	\$64,708,366	441

of the years toward the close of the World War, and immediately following, this might be understood. The record for the five years 1925-1929, inclusive, indicated clearly that throughout that period a strictly normal position did not prevail.

The Insolvency Index throughout the seven months so far elapsed

this year, has shown an almost constant decline each month. The exceptions to this rule are without special significance. The reduction in the Insolvency Index from January to July, 1934, was 25.6 points, equivalent to a drop of 31.0 per cent. For the five year average, 1925-1929, inclusive, the reduction from January to July was 43.8 points or

31.4 per cent. There are years in which the decline during these seven months was greater than that indicated for the years mentioned above. The operation of some special influence may account for this. In the year 1932, when business defaults were exceptionally numerous, the decline from January to July was 45.5 points or 22.5

per cent. In the matter of business failures in that year, conditions grew worse instead of better, as the year progressed.

For the seven months of 1934, the Insolvency Index averaged 66.2, against 124.2 for the same seven months of 1933; 165.6 covering the same period of 1932, and 112.4 for the five-year average of 1925-1929, inclusive. For the same seven months of 1920, the average was down to 27.9. To all who are familiar with that time, the conditions which brought this about will be well understood.

The normal trend of affairs for the first seven months of the year, in the matter of business defaults is practically always downward. In fact, the Insolvency Index ordi-

Failures in Specified Cities in the United States—July

City	Fed. Res. Dist.	Pop.	Failures—		No.	Liabilities	No.	Liabilities
			July, 1934	July, 1933				
Baltimore	5	804,874	15	31		\$214,654		\$229,185
Boston	1	781,188	13	22		749,738		255,421
Buffalo	2	573,076	4	16		202,335		236,043
Chicago	7	3,376,438	20	58		292,000		772,700
Cincinnati	4	451,160	7	7		168,194		120,622
Cleveland	4	900,429	9	20		57,047		661,013
Detroit	7	1,568,662	5	18		139,801		666,362
Indianapolis	7	364,161	1	13		20,350		179,300
Jersey City	2	316,716	3	4		233,156		99,000
Kansas City, Mo.	10	399,746	3	7		18,982		44,257
Los Angeles	12	1,238,048	36	25		643,575		784,504
Louisville	8	307,745	..	3		..		16,204
Milwaukee	7	578,248	10	8		194,237		300,284
Minneapolis	9	464,356	6	14		114,018		163,029
Newark	2	442,337	18	15		189,774		586,688
New Orleans	6	458,762
New York City	2	6,930,446	221	219		4,292,859		6,230,825
Philadelphia	3	1,950,961	24	18		670,323		320,691
Pittsburgh	4	669,817	2	4		10,400		68,427
Portland, Ore.	12	301,815	9	15		63,744		101,482
Rochester	2	328,132	3	1		8,301		1,624
St. Louis	8	821,960	3	12		18,000		203,179
San Francisco	12	634,394	11	20		74,313		222,483
Seattle	12	365,583	13	8		440,722		57,849
Washington, D. C.	5	486,869	6	6		290,064		89,667
Total	442	564		\$9,106,587		\$12,410,839

Large and Small Failures—July

MANUFACTURING

	Total		(\$100,000 & More)		Under \$100,000		Average
	No.	Liabilities	No.	Liabilities	No.	Liabilities	
1934....	235	\$6,785,970	18	\$3,442,819	217	\$3,343,151	\$15,406
1933....	325	8,281,762	23	4,133,222	302	4,148,540	13,737
1932....	622	37,228,284	62	26,743,401	560	10,484,883	18,723
1931....	520	20,586,117	43	13,107,446	482	7,478,671	15,516
1930....	425	13,368,613	27	8,040,323	398	5,328,290	15,900
1929....	461	12,767,455	25	6,391,550	436	6,375,925	14,624
1928....	450	12,932,132	30	7,652,859	420	5,279,273	12,570
1927....	448	16,742,565	28	10,517,891	420	6,224,674	14,821
1926....	396	11,167,484	30	6,009,398	366	5,158,086	14,093
1925....	418	10,931,798	24	6,017,900	394	4,913,898	12,472

TRADING

1934....	579	\$8,123,489	12	\$2,242,307	567	\$5,881,182	\$10,382
1933....	976	13,544,487	16	2,641,783	960	10,902,704	11,357
1932....	1,790	34,918,899	64	13,791,700	1,726	21,127,199	12,241
1931....	1,322	28,091,055	37	15,232,407	1,284	12,858,648	10,015
1930....	1,481	21,571,609	23	6,258,805	1,458	15,312,804	10,503
1929....	1,190	14,605,398	16	3,113,443	1,174	11,491,955	9,789
1928....	1,161	12,899,466	11	2,128,800	1,150	10,770,666	9,366
1927....	1,187	16,832,346	13	3,883,426	1,174	12,948,920	11,030
1926....	1,122	14,614,282	17	3,939,300	1,105	10,674,982	9,661
1925....	1,184	15,961,174	14	4,153,000	1,170	11,808,174	10,092

ALL COMMERCIAL

1934....	912	\$19,325,517	48	\$3,828,967	864	\$10,496,550	\$12,149
1933....	1,421	27,481,103	60	10,606,039	1,361	16,875,064	12,399
1932....	2,596	87,189,639	160	54,235,101	2,436	32,954,538	13,528
1931....	1,983	60,997,853	100	37,125,250	1,883	23,872,603	12,678
1930....	2,028	39,826,417	58	16,465,398	1,970	23,361,019	11,860
1929....	1,752	32,425,519	51	13,126,616	1,701	19,298,903	11,346
1928....	1,723	29,586,633	49	11,989,470	1,674	17,597,163	10,512
1927....	1,756	43,149,974	57	21,964,476	1,699	21,185,498	12,470
1926....	1,605	29,680,009	54	12,909,741	1,551	16,770,268	10,813
1925....	1,685	34,505,191	42	16,810,000	1,643	17,695,191	10,770

narily is lower each month from January to August or September, and then higher each month to the close of the year.

The down movement, which has culminated so far in the low record so far for 1934, definitely started in the early Summer of 1933. In January and February of that year the Insolvency Index was nearly as high as in the disastrous period covered by those two months in the preceding year; also for January and February, 1931. The decline after May, 1933, was very marked, and continued lower almost without interruption for each month since, showing some unusual improvement during the following Fall and Winter months.

Ratio to Solvent Payments

A tabulation showing the ratio of liabilities to bank clearings has an important bearing on the relation of insolvencies to general business. The amount of liabilities

Ratio of Defaulted Indebtedness to \$1,000 of Bank Clearings

Defaulted Liabilities Per Firm In Business

Quarterly	First	Second	Third	Fourth	Year	Quarterly	First	Second	Third	Fourth	Year
1934....	\$1.22	\$0.97	1934	\$40.15	\$35.98
1933....	3.51	2.24	\$1.43	\$1.34	\$2.13	1933	97.07	68.55	\$46.72	\$41.91	\$254.31
1932....	3.82	4.15	3.85	2.89	3.68	1932	131.80	125.93	106.92	83.89	448.54
1931....	1.92	1.23	1.39	1.68	1.58	1931	99.90	72.96	75.88	96.93	344.67
1930....	1.18	1.13	1.08	1.63	1.23	1930	76.80	75.08	62.28	90.67	304.80
1929....	.71	.67	.60	.88	.68	1929	56.43	48.81	45.33	68.27	218.74
1928....	.84	.78	.67	.87	.79	1928	67.14	47.28	55.61	52.82	223.45
1927....	1.16	.91	.86	.83	.94	1927	71.89	57.77	53.02	56.86	239.54
1926....	.80	.77	.71	.84	.73	1926	50.25	47.00	40.68	51.68	189.59
1925....	1.02	.87	.84	.74	.87	1925	60.85	52.53	48.43	48.31	210.18
1924....	1.70	1.08	1.14	.90	1.19	1924	90.30	58.42	61.67	54.95	265.34
1923....	1.35	1.17	1.08	1.74	1.34	1923	69.70	61.11	49.80	91.38	271.98
1922....	2.60	1.63	1.30	1.33	1.69	1922	109.93	78.52	59.10	67.06	314.60
1921....	2.00	1.51	1.49	2.17	1.80	1921	93.60	67.54	63.66	95.68	325.53
1920....	.26	.50	.75	1.15	.66	1920	16.31	31.32	43.83	70.52	161.98
1919....	.41	.34	.19	.19	.27	1919	20.93	19.22	11.82	14.23	66.21
1918....	.67	.47	.43	.44	.50	1918	29.14	22.26	20.59	23.45	95.44

reported each month measures the losses through business failures, while bank clearings may be considered as indicating the volume of solvent payments.

The relation of one to the other tells an interesting story. The record, as relating to the trade of the United States, has been carried back for more than half a century. At this time interest centers in the report for the past fifteen years, or since the close of the war in Europe. Quarterly figures are given. So far in 1934 the ratio of commercial liabilities to each \$1,000 of bank clearings has been only \$1.10. In other words, the \$1,000 of bank clearings may be designated as the measure of solvent payments through the banks, while \$1.10 indicates the losses through insolvencies to the amount first shown.

The losses through insolvencies are usually the heaviest in the first three months of the year. For the first quarter of 1934 the ratio of defaulted indebtedness was \$1.22, while for the second three months it was \$1.04. The heaviest losses were naturally in 1932 when insolvencies were very numerous. For the entire year 1932 the ratio was \$0.97. For the second quarter of that year it amounted to \$4.15, which was the highest for any three-month period, way back to 1896.

The ratio of losses through insolvencies to bank clearings has been high in a number of years during the past half century. The highest during that time was in 1893, when the amount was \$6.39 to each \$1,000 of bank clearings. When it is considered what this figure represents, the sum is not exorbitant. In the second quarter of that year, when the banking disturbance developed, which culminated in the collapse of that year, the ratio was up to \$8.22. This was the highest for any quarterly period during the past fifty-five years.

The low point reached during the past seventeen years was 19 cents in the third and fourth quarters of 1919. For the first

Analysis of Failures by States—July, 1934

	Number			Liabilities		
	July, 1934	June, 1934	July, 1933	July, 1934	June, 1934	July, 1933
NEW ENGLAND						
Maine	7	4	10	\$64,504	\$30,563	\$178,665
New Hampshire.....	3	1	9	155,656	1,617	145,382
Vermont	1	1	4	10,267	1,299	31,721
Massachusetts	42	59	75	1,068,867	597,044	1,327,540
Connecticut	14	18	35	277,231	402,181	291,309
Rhode Island.....	6	15	13	32,160	78,357	50,395
Total	73	98	146	\$1,608,685	\$1,111,061	\$2,025,012
MIDDLE ATLANTIC						
New York.....	289	253	291	\$6,609,958	\$6,019,940	\$7,882,552
New Jersey.....	45	62	40	1,228,361	1,678,696	1,176,418
Pennsylvania	51	62	77	1,411,296	2,320,058	1,486,711
Total	385	377	408	\$9,249,615	\$10,018,694	\$10,545,681
SOUTH ATLANTIC						
Maryland	22	8	34	\$429,038	\$71,028	\$299,707
Delaware
District of Columbia..	6	5	6	290,064	40,039	89,667
Virginia	15	14	16	151,441	102,953	104,347
West Virginia.....	8	9	22	142,341	149,100	261,074
North Carolina.....	12	7	25	573,477	145,713	531,604
South Carolina.....	2	4	1	230,000	62,866	13,890
Georgia	10	6	11	105,420	194,550	106,832
Florida	10	8	13	151,916	51,388	100,231
Total	85	61	128	\$2,073,697	\$817,637	\$1,507,352
SOUTH CENTRAL						
Kentucky	3	9	11	\$23,182	\$431,110	\$211,081
Tennessee	8	9	20	78,357	183,298	319,995
Alabama	4	8	12	56,428	160,706	122,374
Mississippi	2	2	12	6,768	5,991	265,328
Arkansas	1	4	14	5,122	9,616	430,987
Oklahoma	9	9	13	58,611	59,290	108,853
Louisiana	3	2	6	28,800	50,966	140,737
Texas	19	13	24	332,366	102,731	539,422
Total	49	56	112	\$589,634	\$1,003,708	\$2,138,777
CENTRAL EAST						
Ohio	41	52	81	\$1,187,371	\$1,930,292	\$1,648,910
Indiana	10	17	28	107,694	493,163	597,512
Illinois	46	74	95	1,102,050	3,633,753	1,790,487
Michigan	11	19	30	310,668	489,033	985,611
Wisconsin	18	29	33	234,637	495,872	972,015
Total	126	191	267	\$2,942,420	\$7,042,113	\$5,994,535
CENTRAL WEST						
Minnesota	12	18	37	\$167,131	\$201,651	\$636,737
Iowa	4	17	17	17,205	263,942	381,782
Missouri	8	13	39	49,798	191,439	387,524
North Dakota.....	..	1	4	..	11,895	24,037
South Dakota.....	1	3	6	300	7,182	25,250
Nebraska	7	20	23	31,682	207,460	184,479
Kansas	6	4	11	251,013	612,474	71,846
Total	38	76	137	\$517,129	\$1,496,043	\$1,711,655
WESTERN						
Montana	1	5	6	\$2,000	\$10,000	\$30,238
Idaho	3	1	7	28,999	4,000	58,821
Wyoming	3	18,767
Colorado	8	3	16	96,586	22,828	140,565
New Mexico.....	..	2	5	..	138,164	124,861
Arizona	2	10,395
Utah	3	5	16	13,020	46,306	118,300
Nevada	1	2,521
Total	18	16	53	\$159,372	\$221,298	\$485,701
PACIFIC						
Washington	24	33	22	\$548,453	\$183,689	\$378,019
Oregon	14	21	31	105,403	142,125	285,070
California	100	104	117	\$1,531,109	\$1,831,925	\$2,409,301
Total	138	158	170	\$2,184,965	\$2,157,739	\$3,072,390
UNITED STATES						
Total	912	1,033	1,421	\$19,325,517	\$23,868,293	\$27,481,103

Failures by Divisions of Industry—July, 1934

MANUFACTURERS	Number		Liabilities	
	July, 1934	July, 1933	July, 1934	July, 1933
Foods	14	27	\$433,546	\$569,451
Milling and Bakers	22	27	136,732	200,760
Chemicals and Drugs	3	6	93,700	119,500
Clothing and Furnishings	23	28	361,362	565,703
Textiles (Other)	13	18	823,101	199,079
Hats, Gloves and Furs	17	11	355,173	91,033
Leather and Shoes	11	11	137,868	558,687
Paints	1	1	215,156	1,200
Rubber Goods
Tobacco and Beverages	1	6	9,700	78,188
Furniture	5	3	114,410	385,000
Lumber and Building Lines	32	27	860,958	1,900,539
Machinery	5	16	118,288	554,236
Transportation Equipment	10	12	253,116	57,128
Iron and Steel	19	36	465,722	681,918
Non-Ferrous Metals	6	16	128,901	147,597
Petroleum and Coal	2	4	207,882	118,924
Printing and Publishing	9	20	778,186	420,264
Paper and Paper Products	2	2	79,049	133,000
Stone, Clay and Glass	5	11	192,495	435,929
All Other	35	43	1,020,825	1,063,626
Total Manufacturers	235	325	\$6,785,970	\$8,281,762

RETAIL DEALERS	Number		Liabilities	
	July, 1934	July, 1933	July, 1934	July, 1933
General Stores	20	36	\$123,540	\$446,063
Groceries, Meat and Fish	139	243	1,105,350	2,048,867
Clothing and Furnishings	53	84	539,587	804,590
Dry Goods and Department Stores ..	17	54	118,539	856,722
Hats, Gloves and Furs	6	17	95,618	105,145
Leather and Shoes	11	32	89,988	445,331
Furniture	13	21	410,762	297,555
Lumber and Building Materials	4	6	42,472	193,311
Chemicals and Drugs	54	92	762,629	840,212
Paints	10	4	51,050	25,410
Tobacco, Billiards and Beverages ..	5	14	42,580	89,866
Paper and Paper Products	4	7	30,110	86,632
Books and Periodicals	1	5	13,000	36,231
Rubber Goods	4	6	43,279	46,232
Jewelry and Clocks	7	17	73,739	236,605
Machinery	7	22	94,860	233,746
Non-Ferrous Metals	2	2	22,270	12,953
Hardware and Tools	23	38	163,970	666,612
Iron and Steel	2	4	14,849	100,973
Hotels and Restaurants	68	73	1,448,842	1,113,086
Petroleum and Coal	11	18	145,700	419,182
Stone, Clay and Glass	1	5	6,186	36,831
Transportation Equipment	15	34	757,173	811,777
All Other	29	46	431,294	690,543
Total Retail Dealers	506	880	\$6,627,387	\$10,644,475

WHOLESALE DEALERS	Number		Liabilities	
	July, 1934	July, 1933	July, 1934	July, 1933
Books and Periodicals	1	1	\$80,000	\$12,000
Chemicals and Drugs	2	2	40,308	6,200
Furniture
Lumber and Building Materials	1	6	22,000	349,862
Groceries, Meat and Fish	39	34	624,022	719,579
Iron and Steel	5	9	47,149	260,147
Leather and Shoes	1	4	65,000	25,926
Machinery	4	5	186,126	97,916
Non-Ferrous Metals	3	3	82,600	132,000
Paints	2	2	16,000	10,358
Paper and Paper Products	2	6	11,564	134,166
Petroleum and Coal	4	6	160,555	110,106
Rubber Goods
Stone, Clay and Glass
Clothing and Furnishings	1	..	20,000
Dry Goods	2	4	18,995	32,800
Transportation Equipment	1	5	9,000	134,283
All Other	6	8	132,783	854,669
Total Wholesale Dealers	73	96	\$1,496,102	\$2,900,012

AGENTS AND COMMERCIAL SERVICE	Number		Liabilities	
	July, 1934	July, 1933	July, 1934	July, 1933
Advertising	7	3	\$123,703	\$10,513
Brokers (Investment)	5	2	867,413	389,525
Cleaners	1	7	25,000	115,059
Garages	9	18	258,498	435,653
Hauling	12	15	157,892	190,011
Insurance and Real Estate	25	39	1,851,906	2,883,714
Laundries	1	8	12,000	173,919
Taxicab Companies	1	..	12,001
Undertakers	5	3	45,488	59,723
All Other	33	24	1,376,240	1,884,737
Total Agents & Commercial Ser. ..	98	120	\$4,416,058	\$5,654,854
Total United States	912	1,421	\$19,325,517	\$27,481,103

quarter of 1920 the ratio was only 26 cents. There were many quarterly periods during those seventeen years when the ratio was below \$1, and some times considerably below that amount. There were eight years when it was under that amount.

Another interesting comparison shows the amount of liabilities by quarterly periods, for each firm in business. Considerable variation from time to time also appeared in these figures. For 1934 to date, the record was very low compared with the average for the past ten or twelve years. This computation covers more than half a century.

	July, 1934		
	Number	Ratio	Liabilities
Manufacturers	235	25.8	\$6,785,970
Traders:			
Retail	506	55.5	6,627,387
Wholesale	73	8.0	1,496,102
Agents and Brokers	98	10.7	4,416,058
Total U. S.	912	100.0	\$19,325,517

	July, 1933		
	Number	Ratio	Liabilities
Manufacturers	325	22.9	\$8,281,762
Traders:			
Retail	880	61.9	10,644,475
Wholesale	96	6.8	2,900,012
Agents and Brokers	120	8.4	5,654,854
Total U. S.	1,421	100.0	\$27,481,103

August Insolvency Index Lower

Dun's Insolvency Index continues to show somewhat more than a seasonal decline. For the early part of August it stood at 55.4, the lowest for any month for the year to date. Customarily business failures in the Midsummer months are fewer in number than those for any other month of the year. This year to date has proven no exception. The August Insolvency Index compares with 56.1 for July, and with 90.3 for early August a year ago.

Insolvencies are now reduced in number far below those for any month for a number of years. That is true even for the five-year period 1925-1929, inclusive, at which time business and financial conditions were free from the disturbing elements which in the past four years have caused must distrust and anxiety. In the five-year period 1925-1929, inclusive, the Insolvency Index for August averaged for each year 90.0.

BANK CLEARINGS FOR JULY UNDER 1933 TOTAL

BANK clearings for July this year were smaller in amount than for any month since March. Only two months in 1934 so far show clearings below those for July. These two months were January and March.

Reports this year have shown considerable irregularity; that is, the amounts designated from time to time have not followed what is considered the usual trend. Clearings in January, instead of exceeding those for any other month, were close to the smallest of the year. For February, there was quite an increase over the preceding month.

Since March there has been some regularity. Bank clearings in April were higher than for any month in two years. Since that time the figures have shown something like the usual seasonal decline, although July clearings were slightly below the amount that might have been expected for that month, in comparison with the totals reported for the three preceding months.

Bank Clearings *

	1934	1933	Per Cent
July	\$795,762,000	\$919,421,000	-13.4
June	818,342,000	823,931,000	-0.7
May	817,204,000	714,308,000	+14.4
April	908,558,000	616,945,000	+47.3
March	770,483,000	564,046,000	+36.1
Feb.	865,128,000	776,512,000	+11.4
Jan.	777,736,000	744,680,000	+4.4
Dec.	\$745,351,000	\$732,163,000	+1.8
Nov.	758,019,000	678,686,000	+11.7
Oct.	778,720,000	751,537,000	+3.6
Sept.	728,235,000	755,762,000	-4.0
Aug.	713,937,000	685,932,000	+4.1

* Average daily clearings each month.

Furthermore, July clearings showed a considerable decline from the record that appeared for July of last year. This fact, however, had no special significance, in view of conditions existing at that time. The situation in 1933 was so involved, especially in the early part of the year, that all records of pending operations were quite useless.

This is shown in the comparison of bank clearings, this year with last, covering the first five months of the two years. The heavy speculative trading in June and July, 1933, threw that record out of line and on the other side of the ac-

count so far as the clearings for this year are concerned. It was the large settlements through the banks, on account of the large transactions in the stock market, that brought about the losses in this year's clearings for June and July.

The declines were mainly at New York City, as will appear from the following statement:

New York City Clearings	1934	1933	Per Cent
July 3...	\$3,035,174,000	\$3,035,776,000	-16.5
July 11...	3,099,286,000	3,397,553,000	-20.5
July 18...	3,433,650,000	3,988,956,000	-13.9
July 25...	2,747,509,000	4,022,030,000	-31.7
Aug. 1...	3,003,332,000	3,437,315,000	-12.0
Aug. 8...	2,591,614,000	2,646,743,000	-2.1

Clearings in August may show some improvement. There was a slight change for the better in the report for the first week of the month, not only in comparison with 1933, but with the preceding weeks this year. Clearings at New York in August last year receded considerably from those of July, hence the better showing this year.

Every city but one outside of New York reported an increase, and the total was below that for the preceding week by \$431,792,000, whereas a year ago there was a heavy decline for the same two weeks, amounting to \$1,011,132,000.

Figures for leading cities, compared with those of last year, are printed herewith:

WEEKLY BANK CLEARINGS FOR THE MONTH OF JULY

	Five Days July 3, 1934	Per Cent	Week July 11, 1934	Per Cent	Week July 18, 1934	Per Cent	Week July 25, 1934	Per Cent
Boston	\$174,007	-13.0	\$189,665	-16.7	\$236,742	-8.3	\$183,448	-17.3
Philadelphia	290,000	+9.0	318,000	+27.7	307,000	+13.7	299,000	+23.0
Baltimore	53,665	+45.6	58,708	+35.9	57,686	+25.8	50,691	+35.3
Pittsburgh	87,749	+13.7	101,796	+21.2	102,366	+16.3	85,014	+1.3
Buffalo	28,000	+13.4	28,700	+15.7	29,400	+5.8	24,900	-6.4
Chicago	206,100	+0.1	230,900	-0.9	249,300	+3.4	214,100	-18.6
Detroit	68,686	+63.0	64,773	+63.4	73,331	+49.5	67,174	+31.4
Cleveland	54,546	+27.6	65,838	+26.2	69,018	+14.7	62,971	-0.4
Cincinnati	35,554	+0.2	41,127	+4.8	46,650	+4.4	40,288	-8.7
St. Louis	60,100	+33.0	72,900	+12.2	78,100	+9.4	66,900	+5.0
Kansas City	65,238	+16.1	86,182	+23.4	88,561	+17.1	82,119	+10.9
Omaha	26,753	+41.9	27,150	+19.9	29,211	+19.9	27,219	+17.9
Minneapolis	48,468	-10.0	58,248	-1.7	57,119	-15.7	51,195	-30.7
Richmond	25,539	+16.4	29,307	+21.9	28,132	+14.0	26,820	+7.1
Atlanta	28,000	+6.9	37,800	+20.4	38,000	+20.6	33,100	+16.1
Louisville	20,754	+20.4	24,426	+16.5	24,969	+16.0	21,027	+10.7
New Orleans	15,956	+5.9	23,001	+6.2	22,783	+26.3	19,873	+13.9
Dallas	25,150	+8.3	35,253	+35.4	35,221	+25.4	32,556	+22.1
San Francisco	104,400	+2.4	109,100	+4.2	108,400	+1.9	95,700	-2.2
Portland	16,590	+10.0	20,067	+7.3	21,456	+19.2	21,213	+20.1
Seattle	18,639	+6.8	22,992	+10.3	24,975	+12.8	21,433	+3.7
Total	\$1,453,894	+8.2	\$1,645,438	+11.5	\$1,728,420	+8.4	\$1,526,741	-0.0
New York	3,035,174	-16.5	3,099,286	-20.5	3,433,650	-13.9	2,747,509	-31.7
Total All	\$4,489,068	-9.8	\$4,744,674	-11.7	\$5,162,070	-7.5	\$4,274,250	-23.0

Note—Clearings reported in millions and thousands (000 omitted throughout). Percentage shows increase or decrease compared with the figures of the same week in 1933.

	Week Aug. 8, 1934	Week Aug. 9, 1933	Per Cent
Boston	\$189,234	\$163,589	+15.7
Philadelphia	261,000	224,000	+16.5
Baltimore	56,193	43,642	+28.5
Pittsburgh	85,439	78,214	+9.2
Buffalo	26,700	25,100	+6.4
Chicago	213,900	187,800	+13.4
Detroit	74,260	47,968	+54.7
Cleveland	54,801	56,842	-3.4
Cincinnati	34,717	32,647	+6.3
St. Louis	58,200	44,400	+31.1
Kansas City	93,540	59,320	+24.0
Omaha	25,932	20,852	+24.4
Minneapolis	56,796	51,762	+9.7
Richmond	26,341	22,079	+19.3
Atlanta	32,700	27,500	+19.0
Louisville	20,496	16,777	+22.2
New Orleans	21,069	17,349	+21.4
Dallas	29,150	23,082	+26.3
San Francisco	103,300	79,700	+29.6
Portland	22,775	17,525	+30.0
Seattle	20,706	18,841	+9.9
Total	\$1,487,249	\$1,257,995	+18.2
New York	2,591,614	2,646,743	-2.1
Total All	\$4,078,863	\$3,904,738	+4.5

THE TREND OF PRICES

RISING trends characterized the movement of the commodity price indices during July, with some reaching new peaks and others near the four-year high. Advances were confined largely to the foodstuffs groups, as lumber and metals largely were unchanged for the month, while hides moved steadily downward.

Near January, 1931, Level

The Dun & Bradstreet Wholesale Commodity Price Index advanced from \$9.2351 on July 1 to \$9.3216 on August 1, bringing it to the highest level since January, 1931. As compared with the August 1, 1933, index of \$9.0095, the current figure shows a gain of 3.5 per cent, while the rise from \$6.7950, the position occupied on August 1, 1932, amounts to 37.2 per cent.

	Aug. 1, 1934	July 1, 1934	Aug. 1, 1933
Breadstuffs	\$0.1168	\$0.1109	\$0.1041
Livestock2220	.2228	.2000
Provisions	2.2892	2.2797	2.0267
Fruits2475	.2460	.2145
Hides and Leather....	.8100	.8275	1.1800
Textiles	2.7890	2.7300	2.7112
Metals7748	.7661	.7000
Coal and Coke0113	.0113	.0100
Oils4896	.4913	.5272
Naval Stores1195	.1229	.1074
Building Materials....	.1079	.1085	.1073
Chemicals and Drugs...	.8477	.8476	.8166
Miscellaneous4973	.4705	.3545
Total	\$9.3216	\$9.2851	\$9.0095

Advances in foodstuffs, cotton

and cotton goods, as a result of the protracted drought in growing areas, were mainly responsible for the further rise of .9 per cent during July. A month earlier a gain of 1 per cent was recorded, following three monthly declines from the March 1 level. Individual price changes showed that advances were registered for 29 of the 96 items included in the index.

Dun's at Four-Year High

Although the rise for the month was only 75c., or .45 per cent, Dun's Index Number of Wholesale Commodity Prices was lifted to \$167.912 on August 1. This places it at the highest position reached in nearly four years, as it is necessary to trace the records back to October, 1930, to find a higher figure. At that time, the index stood at \$168.209. For the sixteenth consecutive month now, the index has been maintained at a level above that of the year preceding.

	Aug. 1, 1934	July 1, 1934	June 1, 1934	Aug. 1, 1933
Breadstuffs ..	\$25.348	\$23.950	\$23.274	\$22.881
Meat	14.840	15.353	14.276	10.427
Dairy & Garden	19.440	18.736	18.325	20.518
Other Food....	16.311	16.677	16.421	17.337
Clothing	27.590	27.795	27.969	29.238
Metals	23.560	23.789	23.251	20.923
Miscellaneous ..	40.823	40.856	40.469	34.810
Total	\$167.912	\$167.156	\$163.985	\$156.134

Weekly Index Up 2 Cents

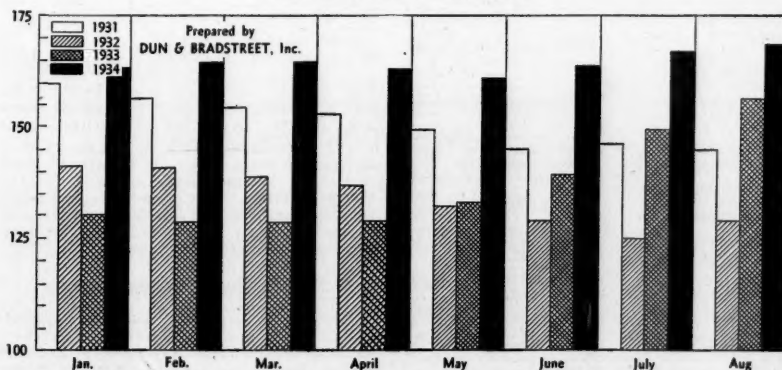
In contrast to the fluctuations which marked the trend of the Weekly Food Index during June, the advance was uninterrupted during July. Starting the month at \$2.16, the index rose on July 17 to \$2.17 and in the week that followed was lifted to \$2.18, the position held when the month closed. This figure is only 1c. under the peak for the year, which was touched at \$2.19 for the week ended June 19. When compared with \$1.97 at the end of July, 1933, there has been an increase of 10.7 per cent.

	1934	1933	1932	1931	1930
July 31.....	\$2.18	\$1.97	\$1.74	\$2.19	\$2.67
July 24.....	2.18	1.99	1.72	2.19	2.67
July 17.....	2.17	2.08	1.73	2.18	2.67
July 10.....	2.16	2.03	1.73	2.19	2.62
July 3.....	2.16	1.96	1.67	2.15	2.70

Daily Index Reaches New Peak

With prices soaring in the grain markets and higher quotations for many other commodities, the Daily Weighted Price Index increased 1.83 points during the last week of July to another new high point. The index for August 2 stood at 115.86, as against 114.93 a week earlier and 111.61 at the beginning of July, and compared with 105.13 on the corresponding date of 1933.

DUN'S INDEX NUMBER



Rising to \$167.912 on August 1, Dun's Index Number of Wholesale Commodity Prices reached the highest position since October, 1930. This a gain of 7.5 per cent, 30.4 per cent, and 15.3 per cent, respectively, over the August 1 figure of 1933, 1932, and 1931, and is only 0.85 per cent under August 1, 1930.

1934		1933	
Aug. 2	115.86	Aug. 3	105.18
Aug. 1	115.48	Aug. 2	105.17
July 31	115.16	Aug. 1	103.79
July 30	115.27	July 31	101.59
July 28	Holiday	July 29	105.42
July 27	114.42	July 28	107.04
July 26	114.03	July 27	107.98
July 25	114.42	July 26	105.66
July 24	114.49	July 25	104.57
July 23	115.17	July 24	104.55
July 21	Holiday	July 22	104.41
July 20	114.87	July 21	104.46
July 19	115.15	July 20	108.14
July 18	114.89	July 19	112.99
July 17	114.83	July 18	113.52
July 16	114.55	July 17	112.79
July 14	Holiday	July 15	111.93
July 13	113.84	July 14	110.41
July 12	113.31	July 13	109.96
July 11	113.15	July 12	110.04
July 10	111.77	July 11	108.38
July 9	111.36	July 10	106.68
July 7	Holiday	July 8	105.34
July 6	111.83	July 7	104.55
July 5	112.24	July 6	103.90
July 4	Holiday	July 5	101.70
July 3	111.81	July 4	Holiday
July 2	111.61	July 3	Holiday

HIGH		LOW	
1934..	115.86 Aug. 2	101.05 Jan. 3	
1933..	113.52 July 18	67.86 Jan. 20	
1932..	84.41 Jan. 7	69.55 Dec. 24	

STATISTICAL RECORD OF

VISIBLE GRAIN SUPPLIES

Returns to DUN & BRADSTREET, INC., of available wheat stocks held on August 4, 1934, in the United States and Canada, leading ports of the United Kingdom and Europe, and the supply on passage for the United Kingdom, also the stocks of corn and oats held in the United States and Canada, with comparisons, are as follows, figures being in bushels:

Wheat	Aug. 4, 1934	Changes from Last Week	Aug. 5, 1933
United States, east of Rocky Mountains.....	117,973,000	+ 4,084,000	138,983,000
United States, west of Rocky Mountains.....	4,781,000	+ 27,000	5,063,000
Canada.....	185,120,000	+ 838,000	191,729,000
Total, United States and Canada.....	307,884,000	+ 4,949,000	336,675,000
United Kingdom and Afloat (Broomhall).....	48,300,000	- 500,000	43,200,000
Total, American, United Kingdom and Afloat.....	356,184,000	+ 4,449,000	379,875,000
Continent {Marseilles Rotterdam & Amsterdam}	4,000,000	- 200,000	6,000,000
Total, American and European Supply.....	360,184,000	+ 4,249,000	385,875,000
Corn—United States and Canada.....	44,830,000	+ 4,482,000	63,918,000
Oats—United States and Canada.....	31,711,000	+ 200,000	48,622,000

The combined aggregate wheat visible supply statistics, in bushels, follow. (Last three 000 omitted):

Week ending 1934	U. S. east of Rockies	U. S. Pacific Coast	Total U. S.	Canada	Total U. S. and Canada	U. K. Afloat	Total, U. K. and American	Total, America and Europe
May 5.....	84,681	6,138	90,819	204,503	295,322	44,200	339,522	6,100
May 12.....	81,480	5,312	86,792	197,803	284,595	43,400	327,995	5,900
May 19.....	80,291	4,725	85,016	200,000	285,016	45,600	330,616	6,200
May 26.....	79,156	5,207	84,363	198,466	282,829	44,500	327,329	6,200
June 2.....	77,631	4,959	82,590	196,809	279,439	45,100	324,539	6,100
June 9.....	75,193	4,790	79,983	197,562	277,545	42,000	319,545	6,000
June 16.....	74,578	4,750	79,328	192,791	272,119	44,300	316,419	5,300
June 23.....	75,614	4,836	80,450	193,726	274,176	45,900	320,076	4,600
June 30.....	79,395	5,103	84,498	190,717	275,215	47,200	322,415	4,400
July 7.....	87,676	5,095	92,771	189,370	282,141	46,600	328,741	4,600
July 14.....	98,154	5,107	103,261	189,099	292,360	47,500	339,860	4,700
July 21.....	107,548	5,054	112,602	184,977	297,579	47,100	344,679	4,500
July 28.....	115,889	4,764	118,653	184,282	302,935	48,800	351,735	4,200
Aug. 4.....	117,973	4,791	122,764	185,120	307,884	48,300	356,184	4,000

Wheat and Flour Exports

(By telegraph to Dun & Bradstreet, Inc.)

The quantity of wheat (including flour as wheat) exported from leading United States and Canadian ports for the week and season compare as follows, in bushels:

Week ending	1934	1933	1932
April 7	3,426,419	2,391,651	6,366,403
April 14	4,673,594	3,690,539	6,800,855
April 21	2,817,302	2,343,174	6,946,290
April 28	3,256,079	4,675,488	6,936,089
May 5	4,037,897	5,397,018	7,490,477
May 12	3,934,310	3,569,009	7,390,627
May 19	6,214,939	6,804,693	9,009,973
May 26	3,188,825	5,314,886	6,030,294
June 2	3,319,231	4,338,194	7,771,365
June 9	2,539,081	5,626,520	7,171,871
June 16	3,611,730	5,915,579	6,872,983
June 23	4,088,852	3,166,156	7,720,968
June 30	3,917,913	3,893,712	7,182,387
July 7	2,121,280	2,871,139	5,147,111
July 14	3,312,925	3,788,840	4,744,577
July 21	3,346,937	2,575,448	4,816,408
July 28	3,100,955	2,619,189	5,277,912
Aug. 4	3,161,307	3,741,702	3,148,248

Corn Exports

(By telegraph to Dun & Bradstreet, Inc.)

Corn exports in bushels from leading United States and Canadian ports compare as follows:

Week ending	1934	1933	1932
April 7.....	10,000	4,000	102,672
April 14.....	19,000	1,000	75,999
April 21.....	9,000	1,000	94,633
April 28.....	11,000	27,000	8,568
May 5.....	5,000	6,000	54,704
May 12.....	53,000	4,000	2,834
May 19.....	3,000	8,000	17,000
May 26.....	1,000	1,000	3,624
June 2.....	2,000	1,000	23,540
June 9.....	1,000	5,000	9,991
June 16.....	2,000	4,000	4,650
June 23.....	2,000	7,000	68,690
June 30.....	7,000	1,000
July 7.....	7,000	33,000
July 14.....	7,000	44,000
July 21.....	4,000	39,000
July 28.....	7,000	39,000
Aug. 4.....	1,000	44,000
July 1 to date.....	1,000	18,000	199,000

Grain Movement

Receipts of flour and grain at twelve Western lake and river points for the week and season compare as follows (000 omitted):

	Flour, bbls.	Wheat, bus.	Corn, bus.	Oats, bus.
Aug. 4, 1934.....	362	9,887	12,040	2,424
July 28, 1934.....	325	12,343	13,087	1,609
July 21, 1934.....	332	14,767	7,884	981
July 14, 1934.....	298	17,015	3,784	799
July 7, 1934.....	272	15,985	3,180	878
Aug. 5, 1933.....	274	7,323	4,952	5,365

<i>Season, July 1, 1934, to August 4, 1934—</i>			
Flour, bbls....	1,589	Corn, bus....	39,975
Wheat, bus....	69,987	Oats, bus....	6,691
<i>Season, July 1, 1933, to August 5, 1933—</i>			
Flour, bbls....	1,800	Corn, bus....	50,158
Wheat, bus....	58,283	Oats, bus....	21,104

Cereal Exports by Ports

(By telegraph to Dun & Bradstreet, Inc.)

Exports of cereals from leading ports in the United States and Canada for the week ending August 4, 1934, were as follows:

	From	Flour, barrels	Wheat, bushels	Corn, bushels
New York.....	7,046	340,000
Philadelphia.....
Baltimore.....	1,000
Newport News.....
Portland, Me.....
Norfolk.....
New Orleans.....	4,000	1,000
Galveston.....	1,000	9,000
Mobile.....
Total, Atlantic.....	13,046	349,000	1,000
Previous week.....	8,160	398,000
San Francisco.....	2,866	1,068
Portland, Ore.....	233,733
Puget Sound.....
Total, Pacific.....	2,866	285,401
Previous week.....	26,463	132,955
Total, U. S.....	15,912	634,401	1,000
Previous week.....	34,643	530,955
Montreal.....	57,000	1,119,000
Sorel.....	231,000
Vancouver.....	548,502
Total, Canada.....	57,000	2,198,502
Previous week.....	69,000	2,103,606
Grand total.....	72,912	2,833,203	1,000
Previous week.....	103,643	2,634,561

U. S. Grain East of Rocky Mountains

Stocks of grain available in the United States, August 4, 1934, in bushels, were as follows, with comparisons:

(Last three 000 omitted)

United States	Wheat	Corn	Oats	Barley
Minneapolis.....	14,804	4,867	8,978	4,503
Duluth.....	9,711	3,165	5,139	704
Sioux City, Iowa.....	310	468	48	10
Milwaukee.....	428	2,184	611	181
Omaha and Council Bluffs.....	9,764	5,656	617	5
Hutchinson.....	4,850
Lincoln, Neb.....	415	60
Wichita.....	2,004
Kansas City.....	38,066	772	195	3
St. Joseph.....	2,134	2,132	189	2
Chicago.....	7,476	11,991	2,065	1,151
Manitowish.....	1,195	95
Peoria.....	36	77	68
Kankakee.....	145
Indianapolis.....	2,345	853	315
St. Louis.....	8,281	176	213	25
Louisville.....	1,370	145	3	3
Chattanooga.....	230	75
Nashville.....	905	100	449
New Orleans.....	48	322	32
Houston.....	620	10	10
Galveston.....	796
Fort Worth, Tex.....	6,468	96	815	48
Dallas, Tex.....	720
On Lakes.....	355	171
On Canal.....	110	74
Detroit.....	142	10	12	78
Erie, Pa.....	81	467
Cleveland.....	65
Mansfield.....	630	269	95
Dayton.....	7	5	8	2
Cincinnati.....	998	32	33	27
Buffalo.....	5,960	8,496	1,235	146
Afloat.....	303	326
Boston.....	37	5
Providence, R. I.....	4	23	12	3
New York.....	58	200	71	45
Afloat.....	46	13
Philadelphia.....	490	115	23	4
Baltimore.....	1,755	50	19	3
Newport News.....	342	10
Norfolk.....	15	20	3	3

Canadian Grain Stocks

The available grain stocks in Canada August 4, 1934, follow, with comparisons:

(Last three 000 omitted)

	Wheat	Corn	Oats	Barley
Montreal.....	4,706	978	715
Chubbuck.....	2,476
Country Elevators.....	63,972	3,383	1,660
Int. Term. Elevators.....	1,647	107	1
Int. Private & Mfg. Elevators.....	6,611	1,250	1,280
St. William and Pt. Arthur.....	59,172	2,455	3,630
Canadian Afloat.....	928
Victoria.....	828
Vancouver.....	7,560	364	109
Prince Rupert.....	1,091
Bonded grain in the United States.....	10,341	1
Other Canadian.....	28,607	1,729	1,145
Aug. 4, 1934.....	185,120	10,266	8,650
July 28, 1934.....	184,282	10,135	8,803
Aug. 5, 1933.....	191,729	11,481	7,809

The Montreal, Fort William and Port Arthur and bonded grain totals are furnished by the New York Produce Exchange and Chicago Board of Trade. The other Canadian totals are telegraphed to DUN & BRADSTREET, INC., by the Agricultural Branch of the Dominion Bureau of Statistics of Ottawa.

Pacific Coast Wheat Stocks

	August 4, 1934	July 28, 1934
Portland, Ore.....	2,415,000	2,344,000
Tacoma, Wash.....	1,028,000	1,129,000
Seattle, Wash.....	1,348,000	1,291,000
Total.....	4,791,000	4,764,000

COMMERCE AND FINANCE

FINANCIAL STATISTICS

	July, 1934	July, 1933	Ch'ge P. Ct.	June, 1934	Ch'ge P. Ct.
Bank clearings, N. Y.					
City (\$)	13,048,393	16,081,871	-12.5	14,425,804	-9.5
Bank debits, N. Y.					
City (\$)	13,841,956	17,354,291	-20.2	15,388,101	-10.0
U. S. (\$)	27,751,905	31,232,222	-11.1	30,142,177	-7.9
Bond sales, Munic. (\$)	96,053,929	37,530,503	+155.5	124,056,580	-22.1
Bond sales, N. Y. Curb					
Exchange (\$)	74,054,000	117,909,000	-37.2	76,428,000	-8.1
Bond sales, N. Y. Stock					
Exchange (\$)	264,604,200	384,014,300	-31.1	267,056,000	-0.9
Corporate issues (\$)	236,429,750	53,242,430	+44.4	178,977,100	+32.1
Failures, number	912	1,421	-35.8	1,033	-11.7
Stock sales, N. Y. Curb					
Exchange (shares)	4,136,739	21,165,048	-80.5	3,537,350	+14.1
Stock sales, N. Y. Stock					
Exchange (shares)	21,115,884	120,300,463	-82.4	16,802,460	+25.7
Automobile financing, re-					
tail (\$)	99,591,058	58,192,788	+71.1	87,998,227	+13.2
Auto. financing, whole-					
sale (\$)	123,691,003	55,505,590	+122.8	121,060,526	+2.2
Fire losses (\$)	20,005,692	21,578,609	-7.3	25,271,459	-20.8
Foreign Trade, U. S.					
Mdse. Exports (\$)	167,957,000	117,517,000	+42.9	157,171,000	+6.9
Foreign Trade, U. S.					
Mdse. Imports (\$)	135,048,000	123,931,000	+9.0	146,866,000	-8.0
Life insurance, sales (\$)	762,490,000	687,776,000	+10.9	791,544,000	-3.7
Ry. earnings, gross	282,779,492	275,329,369	+1.6	282,023,664	+0.3
Ry. earnings net oper.					
income (\$)	41,836,301	59,831,293	-30.1	39,494,980	+5.9

* Three cyphers omitted. † Dun & Bradstreet, Inc. ‡ Journal of Commerce.
§ May and corresponding months.

PRODUCTION

	July, 1934	July, 1933	Ch'ge P. Ct.	June, 1934	Ch'ge P. Ct.
Building (215 cities) (\$)	33,891,677	29,484,891	+14.9	28,621,565	+18.4
Coal, anthracite (tons)	3,436,000	3,677,000	-6.6	4,184,000	-17.9
Coal, bituminous (tons)	25,280,000	29,482,000	-14.2	26,424,000	-4.3
Flour (bbls.)	4,760,259	5,679,133	-16.2	5,049,371	-5.7
Pig iron (tons)	1,226,037	1,792,452	-31.6	1,930,133	-36.5
Steel ingot (tons)	1,472,584	3,168,354	-53.5	3,015,972	-51.2
Zinc (tons)	24,943	30,865	-19.2	25,143	-0.8
Automobile (cars and					
trucks)	308,051	249,727	+23.4	331,652	-7.1
Boots and shoes (pairs)	32,818,420	32,965,224	-0.4	34,151,582	-3.9
Rabbit metal (lbs.)	2,261,692	2,327,843	-2.8	2,425,056	-6.8
Boxboard (tons)	224,214	292,967	-23.5	228,478	+0.3
Cement (bbls.)	8,786,000	7,804,000	+12.6	8,554,000	-2.7
Coke (tons)	3,040,575	2,291,532	+32.7	3,243,169	-6.2
Const. contracts awarded					
(37 States) † (\$)	127,131,200	102,341,900	+24.2	134,438,700	-5.4
Cotton mill spin. hours*	5,253,454	9,290,175	-43.5	7,279,092	-27.8
Electricity, k. w. h.*	7,453,000	7,242,000	+2.9	7,681,000	-3.0
Gasoline (bbls.)	34,850,000	35,428,000	-1.6	35,194,000	-1.0
Glass, pl. pol. (sq. ft.)	6,520,081	9,499,260	-31.4	7,784,477	-16.3
Gold (Rand) (ozs.)	868,129	918,635	-5.5	895,418	-3.4
Lead, refined (tons)	33,213	30,737	+8.1	39,945	-16.8
Malleable castings (tons)	28,340	31,118	-8.9	37,165	-23.7
Newsprint, U. S. & Can-					
ada (tons)	313,141	255,803	+22.4	332,265	-5.8
Petroleum, crude (bbls.)	80,040,000	82,841,000	-3.4	79,870,000	+0.2
Pneumatic casings (\$)	4,456,223	5,189,291	-14.1	4,769,980	-6.6
Range boilers (no.)	34,707	72,570	-52.2	41,021	-15.4
Steel barrels	701,826	643,982	+9.0	494,051	+42.1
Steel castings, commer-					
cial (tons)	50,268	29,455	+70.7	57,313	-12.3
Steel sheets (short tons)	199,438	166,272	+19.9	256,537	-22.3
Sulph. acid (tons)	92,894	76,530	+21.4	107,568	-13.6
Tobacco and products					
Cigarettes, small*	12,045,063	12,462,970	-3.4	11,174,076	+7.8
Cigars, large	404,455,760	418,570,386	-3.4	380,440,937	+6.3
Tobacco and snuff					
(lbs.)	20,410,516	32,358,321	-9.1	29,055,782	+1.3

* Three cyphers omitted. † Dun & Bradstreet, Inc. ‡ F. W. Dodge Corp.
§ May and corresponding months.

SHIPMENTS AND CONSUMPTION

	July, 1934	July, 1933	Ch'ge P. Ct.	June, 1934	Ch'ge P. Ct.
Silk consumption (bales)	32,021	44,597	-28.2	33,069	-3.2
Steel shipments (tons)	369,938	701,322	-47.3	985,337	-62.5
Tin, deliveries U. S.					
(long tons)	3,575	6,540	-45.3	3,845	-7.0
Zinc, shipments (tons)	26,950	45,590	-40.0	30,186	-10.7
Anthracite, ship. (tons)	3,495,223	3,521,436	-0.7	4,491,418	-22.2
Babbitt met. sales (lbs.)	1,618,615	1,877,731	-13.7	1,889,745	-14.3
Carloading (cars)	2,710,100	2,539,600	+6.7	2,709,000	+0.0
Boxboard, ship. (tons)	190,696	260,101	-26.6	197,542	-3.4
Cement, ship. (bbls.)	8,539,000	7,979,000	+7.0	8,784,000	-2.8
Coal, anth. and bit., ind.					
cons. (tons)	21,895,000	20,129,000	+8.8	23,195,000	-5.6
Cotton cons. (bales)	363,414	697,261	-47.9	519,765	-30.3
Gasoline cons. (bbls.)	36,296,000	37,710,000	-3.7	38,141,000	-4.8
Lead, refined (tons)	25,276	34,323	-18.8	29,485	-4.1
Malleable castings (tons)	31,607	29,268	+8.0	39,493	-19.7

SHIPMENTS AND CONSUMPTION (Continued)

	June, 1934	June, 1933	Ch'ge P. Ct.	May, 1934	Ch'ge P. Ct.
Newsprint, U. S. & Can-					
ada (tons)	305,170	259,037	+17.8	327,920	-6.9
Paints & var., sales (\$)	28,794,352	27,813,283	+8.5	33,678,877	-14.5
Petroleum, crude, runs-					
to-stills (bbls.)	76,054,000	74,619,000	+1.9	76,258,000	-0.3
Pneumatic casings (\$)	5,331,699	5,180,173	+2.9	4,438,378	+20.1
Oil-burners (no.)	5,536	5,784	-4.3	7,871	-29.7
Prep. roofing (squares)	1,265,013	2,046,922	-38.2	2,334,008	-45.8
Range boilers (no.)	33,146	73,205	-54.7	41,358	-19.9
Rubber, cr., cons. (tons)	40,242	50,743	-20.7	48,012	-6.4
Steel barrels	696,349	640,596	+8.7	489,186	+42.5
Steel sheets, ship. (short					
tons)	301,832	152,953	+97.3	240,730	+25.4
Sulph. acid, cons. (tons)	80,214	53,586	+49.7	83,969	-4.5
Waste paper (consump.)					
(tons)	205,418	203,804	+0.8	167,078	+22.3
Wool consump. (lbs.)	26,213,190	58,687,988	-55.3	28,212,944	-7.1

§ May and corresponding months.

STOCKS ON HAND AT END OF MONTH

	July, 1934	July, 1933	Ch'ge P. Ct.	June, 1934	Ch'ge P. Ct.
Silk, raw (bales)	66,268	51,684	+28.2	59,048	+12.2
Tin, world's visible sup-					
ply (long tons)	16,313	38,043	-57.1	17,251	-5.4
Zinc (tons)	97,682	99,689	-2.0	108,157	-9.7
Bathroom access. (pcs.)					
Vitreous clay	308,191	298,282	+3.3	309,271	-0.3
Non-vitreous clay	75,366	81,401	-7.4	74,375	+1.3
Boxboard (tons)	70,711	66,932	+5.6	74,670	-5.3
Cement (bbls.)	21,547,000	19,936,000	+8.1	21,301,000	+1.2
Coal, anth. and bit., ind.					
stocks (tons)	29,338,000	22,184,000	+32.2	28,344,000	+3.5
Coke, by-product (tons)	2,047,142	2,946,868	-30.5	1,947,710	+5.1
Cotton, ex. lint. (bales)					
In mfg. plants	1,326,480	1,398,448	-5.1	1,421,428	-6.7
In warehouses	5,985,715	6,309,492	-5.1	6,670,664	-8.9
Gasoline at ref. (bbls.)	33,885,000	30,582,000	+10.8	36,507,000	-40.3
Lead, refined (tons)	238,181	198,003	+23.4	238,942	-2.1
Newsprint, U. S. & Can-					
ada (tons)	70,862	78,907	-10.2	62,796	+12.8
Oil-burners (no.)	17,823	8,946	+99.2	14,988	+18.9
Petroleum, crude, excl.					
Calif. (bbls.)	315,051,000	303,260,000	+3.9	313,840,000	+0.4
Porcelain plumbing fix-					
tures (pieces)	10,981	11,184	-1.8	10,422	+5.4
Pneumatic casings (\$)	11,126,567	6,760,165	+64.6	11,980,731	-7.1
Range boilers (no.)	34,802	31,635	+10.2	34,128	+2.2
Rubber, U. S. & Abroad					
(long tons)	404,847	397,562	+1.8	409,250	-1.1
Steel barrels	44,672	28,965	+54.2	38,673	+15.5
Steel sheets (sh. tons)	106,950	104,355	+2.5	137,510	-22.2
Sulphuric acid (tons)	92,721	71,945	+28.3	86,048	+7.8
Waste paper (tons)	235,797	107,268	+119.8	250,944	-6.0

§ May and corresponding months.

GOVERNMENT STATISTICS

	June 30, 1934	June 30, 1933	May 31, 1934
Money in circul., U. S. (\$)	5,373,469,752	5,720,764,384	5,357,372,048
Population	126,564,000	126,693,000	126,492,000
Per capita (\$)	42.46	45.21	42.35
Gen. stock money, U. S. (\$)	13,634,380,567	10,078,416,523	13,560,051,924
Debt, gross, U. S. (\$)	27,189,245,813	22,609,888,649	27,053,141,414
United States:			
Receipts, ordinary (\$)	218,188,802	163,213,571	391,006,779
Expenditures, ord. (\$)	230,394,992	195,617,969	310,161,799
Expenditures, emerg. (\$)	235,878,916	75,352,742	423,105,560

MONTHLY INDEX NUMBERS

Price Index Numbers (Wholesale)

	Base Year 1934	Aug. 1, 1933	July 1, 1933	June 1, 1933	Same month 1933
DUN'S	100	107.912	107.156	103.985	105.134
BRADSTREET'S	100	93.216	93.231	94.140	90.095
U. S. Bureau of Labor	1926	114.4	114.3	110.8	103.4
Annalist	1926	114.4	114.3	110.8	103.4
Canada (Dom. Bureau)	1926	100	100	100	100
U. K. (Board of Trade)	1913	103.6	102.4	102.8	101.7
U. K. (Economist)	1913	89.9	90.0	90.0	89.5
U. K. (Statist)	1913	94.9	95.4	95.3	95.6
France (Stat. Gen.)	1913	379	381	387	403
Italy (Bachi)	1913	273	273	273	279
Germany (Official)	1913	97.2	96.2	96.8	96.9
Belgium	1914	472	470	474	507
Denmark (Official)	1913	128	128	128	123
Norway	1913	123	123	123	121
Sweden	1913	113	113	113	106
Holland	1913	77	77	79	72
Japan (Bank of Japan)	1913	133.1	133.7	133.7	133.6
China (Shanghai)	1926	95.7	94.9	94.6	104.5

† Average over previous month.

JULY BUILDING PERMIT VALUES BY CITIES

THE detailed report of building expenditures by cities for July, this year and last, and for June, 1934, as reported to Dun & Bradstreet, Inc., follows:

	July, 1934	July, 1933	June, 1934
New England			
Boston	\$2,068,674	\$561,123	\$1,484,244
Bridgeport	39,980	104,555	79,765
Brooklyn	30,120	31,730	10,753
Burlington, Vt.	28,775	23,800	68,675
Cambridge	199,458	53,774	28,726
Chelsea	13,700	12,825	5,254
Everett	60,750	6,900	13,153
Fall River	6,054	12,733	61,435
Fitchburg	157,020	3,563	7,670
Greenwich	78,925	149,260	65,500
Hartford	140,669	52,731	108,076
Haverhill	8,655	10,755	20,430
Holyoke	34,150	14,400	36,800
Lawrence	13,615	18,505	32,850
Lowell	29,650	17,145	63,800
Lynn	24,733	30,128	21,900
Manchester	27,183	28,019	36,793
Medford	17,355	46,085	32,265
New Bedford	37,650	18,625	37,450
New Britain	18,663	29,925	63,419
New Haven	1,450,847	117,448	96,195
Newton	144,575	177,720	156,095
Norwalk	32,375	58,982	37,760
Portland, Me.	11,373	25,500	37,912
Providence	213,600	284,000	151,400
Quincy, Mass.	31,632	82,105	34,320
Salem	38,450	56,750	57,850
Somerville	5,925	19,504	12,280
Springfield, Mass.	84,151	39,420	27,410
Stamford	30,405	51,784	52,717
Waterbury	33,175	29,075	98,050
West Hartford	105,172	41,144	86,614
Worcester	109,678	66,335	122,259
Total	\$5,327,137	\$2,165,848	\$3,240,880

Middle Atlantic

Manhattan 1.....	\$397,875	\$39,900	\$207,750
Manhattan 2.....	2,199,680	840,615	1,279,374
Bronx 1.....	1,575,050	355,975	154,750
Bronx 2.....	340,620	257,059	405,576
Brooklyn 1.....	1,021,510	584,170	1,246,000
Brooklyn 2.....	838,091	1,073,238	798,075
Queens 1.....	896,905	656,570	783,266
Queens 2.....	470,891	338,551	526,341
Richmond 1.....	84,798	330,855	80,015
Richmond 2.....	58,465	40,305	41,190

Total N. Y. C. \$7,908,885 \$4,512,288 \$5,522,387

(1) New work. (2) Alterations.

Albany	\$206,534	\$178,801	\$224,283
Allentown	21,870	65,950	74,890
Altoona	16,154	9,633	9,702
Atlantic City.....	99,776	29,491	87,633
Auburn	25,900	20,375	22,050
Bayonne	28,687	112,000	20,285
Binghamton	66,345	72,642	64,458
Buffalo	706,660	396,650	134,781
Camden	75,000*	39,354	72,900
East Orange.....	52,700	31,457	50,013
Elizabeth	13,544	158,897	21,780
Elmira	12,470	7,819	12,928
Erie	10,800	18,535	47,700
Harrisburg	7,650	10,575	18,730
Jamestown	11,050	44,157	4,615
Jersey City.....	90,011	29,481	84,067
Lancaster	59,910	17,100	35,925
Mount Vernon.....	56,685	116,866	45,500
Newark, N. J.	840,952	416,105	115,899

Mid. Atlantic (Cont.)

New Brunswick..	\$7,605	\$6,640	\$8,225
New Rochelle	84,178	65,672	23,645
Niagara Falls	122,105	29,040	133,171
Philadelphia	656,160	667,730	1,060,630
Pittsburgh	174,760	239,303	209,947
Poughkeepsie	54,325	12,390	13,790
Reading	29,920	44,985	22,040
Rochester	112,887	182,905	1,007,415
Schenectady	104,803	43,063	35,100
Scranton	85,306	60,872	60,635
Syracuse	252,795	72,725	61,080
Troy	12,225	33,890	352,830
Utica	21,150	38,700	31,130
Waterbury	10,240	12,306	30,845
White Plains	20,305	82,822	31,405
Wilkes-Barre	40,452	305,409	57,062
Williamsport	12,851	9,725	29,620
Wilmington	131,280	73,860	44,146
Yonkers	144,330	94,925	94,925
York	25,633	9,364	82,505

Total

South Atlantic

Asheville	\$18,603	\$14,828	\$21,003
Atlanta	104,987	130,820	316,164
Augusta	34,040	29,061	17,208
Baltimore	678,120	464,640	592,560
Charleston, S. C.	48,907	17,353	14,073
Charlotte	35,538	30,295	299,948
Coral Gables	22,145	29,325	3,600
Greensboro	31,497	13,361	201,236
Greenville	15,275	12,855	42,160
Jacksonville, Fla.	155,625	209,310	154,331
Lynchburg	7,535	66,340	120,589
Macon	48,288	38,847	14,235
Miami	210,133	75,798	303,555
Miami Beach	451,050	190,500	544,670
Norfolk	51,492	90,065	40,339
Richmond	140,185	170,292	55,752
Roanoke	7,737	16,957	19,654
Savannah	18,835	52,465	18,050
Tampa	49,886	48,639	22,514
Washington, D. C.	875,390	525,320	670,815
Winston-Salem	24,315	18,530	16,308

Total

East Central

Akron	\$79,442	\$236,551	\$65,216
Bay City	21,920	34,120	34,513
Berwyn	2,800	6,200	4,850
Bluefield	8,165	7,375	1,595
Canton	56,440	17,740	49,532
Chicago	1,885,965	257,400	335,625
Cincinnati	352,040	603,085	442,335
Clarkburg	1,225	8,400	49,192
Cleveland	307,130	291,550	265,800
Columbus	74,400	110,500	62,500
Dayton	48,917	42,428	49,845
Detroit	829,086	387,823	685,346
East St. Louis	44,665	18,885	16,730
Evanston	21,750	37,000	144,500
Evansville	70,942	45,034	58,389
Flint	59,072	47,737	48,250
Fort Wayne	31,130	10,463	29,932
Gary	14,195	8,725	57,550
Grand Rapids	35,150	36,490	37,120
Green Bay	21,245	36,620	47,230
Hammond	14,308	32,399	9,750
Huntington	6,780	10,525	16,400
Indianapolis	214,213	168,578	89,052
Lansing	28,880	10,075	52,433
Lima	12,450	3,435	2,790
Louisville	246,378	171,700	126,549
Madison	28,888	28,350	64,624
Milwaukee	498,112	226,472	422,020
Newark, Ohio	1,195	4,350	300
Oak Park	5,350	5,540	25,605
Peoria	26,880	41,545	53,720
Pontiac	11,730	11,340	23,015
Quincy, Ill.	1,060	10,785	700
Racine	14,175	24,350	25,286
Rockford	16,850	17,325	29,435
Saginaw	14,264	15,825	25,139
South Bend	24,025	59,465	22,350
Springfield, Ill.	38,710	22,961	23,988
Springfield, Ohio	25,903	10,210	25,903
Superior	4,930	4,490	9,055
Terre Haute	87,739	33,947	32,236
Toledo	261,392	39,320	76,403
Waukegan	1,790	3,500	4,975
Wheeling	11,775	26,277	37,220
Youngstown	46,461	17,255	34,338
Zanesville	2,550	4,282	1,575

Total

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South Central

Ablene	\$8,275	\$3,515	\$6,601
Amarillo	22,324	35,233	23,575
Austin	94,427	138,514	65,007
Beaumont	39,254	40,269	19,889
Birmingham	74,272	71,024	205,773
Chattanooga	42,516	40,505	81,207
Dallas	155,394	154,091	187,723
El Paso	13,035	22,944	9,281
Fort Smith	6,653	7,852	14,736
Fort Worth	55,308	473,140	84,770
Galveston	37,210	54,440	134,837
Houston	259,395	932,329	368,745
Jackson	44,832	27,200	65,380
Knoxville	60,116	47,292	352,260
Little Rock	21,728	18,209	19,695
Memphis	83,720	143,780	118,049
Mobile	43,786	20,772	19,578
Montgomery	47,092	32,140	33,047
Muskogee	1,010	740	1,905
New Orleans	197,396	95,825	51,577
Oklahoma City	228,516	68,721	71,700
Port Arthur	228,806	68,115	50,164
San Antonio	15,948	7,299	9,741
San Angelo	3,546	15,945	54,605
San Antonio	53,358	78,165	82,923
Shreveport	130,607	30,736	49,095
Tulsa	46,167	72,715	162,579
Waco	14,939	17,275	4,865
Wichita Falls	29,321	6,627	16,829

Total

West Central

Cedar Rapids	\$47,685	\$36,538	\$25,616
Davenport	21,000	70,427	41,913
Des Moines	106,130	104,680	55,695
Dubuque	8,120	16,722	1,874
Duluth	68,918	271,177	35,520
Fargo	12,675	5,125	2,300
Kansas City, Kan.	69,625	20,407	10,775
Kansas City, Mo.	285,500	127,450	154,100
Lincoln	123,347	32,389	36,536
Minneapolis	138,920	286,915	250,745
Omaha	65,470	106,955	136,569
St. Joseph	6,080	17,735	12,125
St. Louis	286,534	3,554,587	253,679
St. Paul	220,368	294,829	148,944
Sioux City	143,314	104,865	385,674
Sioux Falls	7,535	36,985	21,460
Topeka	20,350	20,945	20,365
Wichita	67,765	25,795	17,848

Total

Mountain

Billings	\$86,775	\$5,470	\$18,140
Boise	22,575	30,160	38,219
Butte	1,079	4,655	600
Colo. Springs	415,479	10,885	14,585
Denver	230,000	170,918	227,755
Great Falls	9,800	12,300	7,770
Idaho Falls	6,631	51,525	8,800
Phoenix	37,270	34,037	46,919
Pueblo	49,231	6,167	12,719
Salt Lake City	42,000	30,873	104,939
Tucson	101,563	12,078	44,989

Total

Pacific

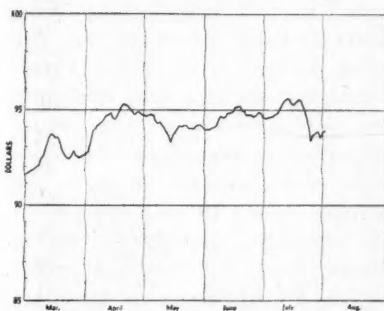
Bakersfield	\$27,135	\$13,200	\$41,426
Berkeley	64,771	126,307	28,593
Beverly Hills.....	208,155	230,049	114,115
Fresno	86,257	63,162	36,875
Glendale	37,535	87,580	73,520
Long Beach.....	188,533	495,785	161,543
Los Angeles	1,310,398	1,422,791	927,631
Oakland	208,562	272,503	347,967
Pasadena	173,550	122,468	153,514
Portland, Ore.....	133,050	781,990	124,605
Sacramento	163,518	71,380	60,978
San Diego.....	177,608	177,989	122,863
San Francisco.....	288,028	770,290	597,051
San Jose.....	21,525	52,670	71,530
Seattle	113,850	\$238,595	212,585
Spokane	25,795	51,198	56,433
Stockton	106,819	28,825	280,055
Tacoma	48,367	107,190	82,505
Total.....	\$3,831,576	\$5,198,192	\$3,545,611

STOCK TRADING RISES ABOVE JUNE LEVEL

by GEORGE RAMBLES

PRONOUNCED financial unsettlement was reflected in the market for stocks and bonds during July. Movements were uncertain but mostly toward lower levels, and losses were especially severe toward the end of the month, when European political difficulties loomed with regard to Austria.

BOND PRICES *



(*) Based on statistics compiled by Dow, Jones & Co., publishers of "The Wall Street Journal."

The bond market began to lose ground about the middle of the month, the July 26 recession being one of the sharpest on record, due to heavy liquidation.

The European developments, however, merely accentuated a trend that already was in evidence, partly as a consequence of bitter labor disputes in many parts of the United States. The struggle at San Francisco, which developed into a brief general strike, exercised a sobering effect, while strikes elsewhere also were disquieting.

The financial community was unable to gain any satisfaction or encouragement from official activities in Washington. President Roosevelt's absence on his vacation tour to Hawaii brought administrative activities down to a minimum, but preparations were pushed steadily for placing in full effect the Securities Exchange Act of 1934. The precise effect of that legislation remains to be determined, as it will depend, in large

part, on the rulings of the Securities and Exchange Commission.

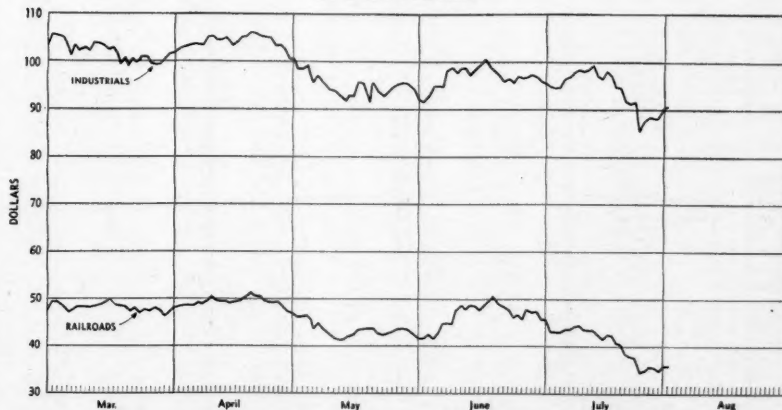
Price trends of stocks listed on the New York Stock Exchange were not uniformly downward. In the first two weeks of July modest progress was made, mainly because of renewed interest in the metal stocks that might benefit from inflationary programs. Some favorable industrial corporation reports for the second quarter of the year aided the movement. In the latter half of the month, however, the tendency was sharply downward in all groups of equities. The trading of the month resulted in large losses in all average computations. All groups of issues suffered, the downward trend being pronounced even in securities that might benefit from war orders.

In the listed bond market movements were generally favorable during the early weeks of July. Highest grade bonds, such as United States Government issues, moved to the best levels recorded since the World War occasioned the emission of vast amounts of new obligations

The bond market, as a whole, began to lose ground in the middle of the month, and the liquidation became acute when the Austrian crisis occurred. The recessions in bonds on July 26 was one of the sharpest on record, and it is noteworthy that some issues of Treasury bonds were without bids on the New York Stock Exchange at the close of that day.

Trading volume in both stocks and bonds dropped to very small proportions during the early part of the month, but it increased greatly in the final week of July. The dulllest session in ten years was witnessed in equities on the New York Stock Exchange on July 9, when the turnover amounted to 315,910 shares, but the trading increased to 3,338,000 shares on July 26, when the great burst of liquidation occurred. Total trading for the month amounted to 21,115,000 shares, as against 16,802,000 in June and 120,300,000 in July of last year. Listed bonds were turned over to an aggregate of \$264,604,000 par value, against \$384,014,000 in the same month last year.

STOCK PRICES *



(*) Based on statistics compiled by Dow, Jones & Co., publishers of "The Wall Street Journal."

Price trends of stocks during the first two weeks of July showed moderate progress, but in the latter half of the month the tendency turned sharply downward, culminating in large losses in all average computations.

INTERNATIONAL MONEY MARKETS

PROGRESS toward international stabilization of currencies was lacking in July, and it now appears that this will remain an open question for many months to come. The balance of forces making for formal stabilization at current levels or for renewed depreciation of important units is a delicate one, but the trend now appears to be toward further devaluation, and there is a corresponding uncertainty in financial and trade circles.

The need for formal stabilization is sufficiently obvious and is admitted in central banking circles. Such counsels remain unheeded by the governments which have taken the control of currency and credit away from central and reserve banks.

Interest in the monetary problem was raised to a high pitch early last month, owing to the journey of Governor George L. Harrison, of the Federal Reserve Bank of New York, to Basle, Switzerland. It was indicated

definitely before Mr. Harrison departed that he had no authority to negotiate currency arrangements, and that his trip was for the purpose of gathering and giving information to correspondent bankers in European centers.

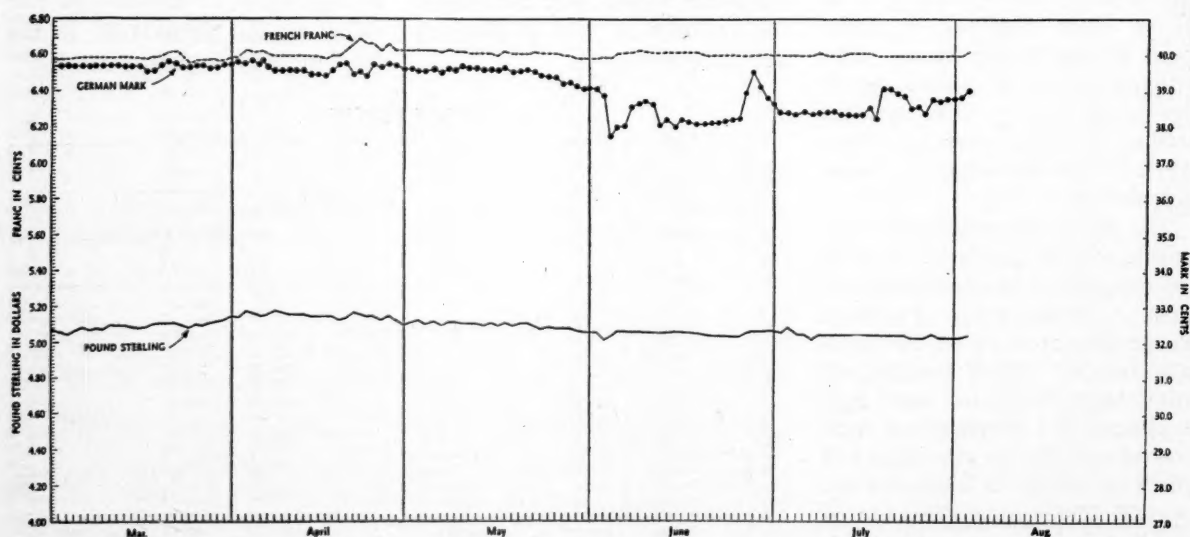
Stabilization Still Remote

While Governor Harrison was at Basle, he conferred at length with Governor Montagu Norman of the Bank of England, Governor Clement Moret of the Bank of France, and President Hjalmar Schacht of the Reichsbank. He avoided attendance at the formal directors' meeting of the Bank for International Settlements on July 9, as no authority to attend that gathering was extended by the United States Treasury. After leaving Basle, Mr. Harrison continued his conversations at Paris and Berlin, and he returned to this country on the same vessel with Montagu Norman, who made his annual vacation journey to the United States at the time.

No formal statements on the results of these discussions were issued, but it was made known in a general way that the European central bankers were not of the opinion that international currency stabilization could be undertaken successfully at the moment. It was said to be the general opinion at Basle that successful stabilization in the United States is accomplished.

Great Britain, it was added, is unwilling to take action until there is some assurance that the gold currencies of France, Holland, Switzerland and Belgium are safe from depreciation, while uncertainty regarding the German mark also was a factor in the British desire to keep the matter in suspense. Banking views at Basle clearly reflected tendencies which are apparent to all close observers, but the events since the bankers met are perturbing to all adherents of sound currency procedure. Although the course of business in the United States has

THE DOLLAR ABROAD



Foreign exchange markets were quiet throughout July, and the trend afforded no definite clues to developments. The United States dollar was strong in relation to most units. Sterling held to its former level of slightly more than \$5. The franc was persistently weak, while the mark was quoted at a heavy discount.

not been unsatisfactory, large numbers of people remain unemployed and the problem of national recovery has been complicated by the severe drought in the West.

Foreign exchange markets were quiet throughout July, and the trends afforded no definite clues to developments. The United States dollar was strong in relation to most units, with the result that gold shipments aggregating \$47,438,000 reached these shores. Sterling held to its former level of slightly more than \$5. French francs were weak, and shipments of gold from Paris to New York were resumed late in July.

The German mark was quoted at a heavy discount from nominal parity, and the quotation for "bootleg" marks also fell sharply, as a result of the German Government's sanguinary suppression of an alleged revolt on June 30. Canadian dollars were strong and mounted to a premium of nearly 1 3/4 per cent by the end of the month. There were no developments of importance with relation to Latin-American or silver units.

In the United States money market, exceedingly quiet conditions prevailed throughout July. The Treasury deposited with the Federal Reserve banks rather large

amounts of certificates representing free gold, and it was evident by the end of the month that some of the "profit" derived from dollar devaluation was being employed in this manner.

In consequence, the excess reserves of member banks over requirements mounted to the fantastic total of \$1,900,000,000. No demand for an increased supply of credit is in sight, and the huge volume of excess reserves is sufficient assurance that rates for accommodation will continue at their present low levels indefinitely.

DAILY CLOSING QUOTATIONS OF FOREIGN EXCHANGE (BANKERS' BILLS) IN THE NEW YORK MARKET DURING JULY, 1934

	Mon. July 2	Tues. July 3	Wed. July 4	Thurs. July 5	Fri. July 6	Sat. July 7	Mon. July 9	Tues. July 10	Wed. July 11	Thurs. July 12	Fri. July 13	Sat. July 14	Mon. July 16
Sterling, checks.....	5.05 1/2	5.06 1/2	5.04 1/2	5.04 1/2	5.04 1/2	5.03 1/2	5.04 1/2	5.04	5.04	5.04	5.04 1/2	5.04 1/2
Sterling, cables.....	5.05 1/2	5.06 1/2	5.04 1/2	5.04 1/2	5.04 1/2	5.03 1/2	5.04 1/2	5.04	5.04	5.04	5.04 1/2	5.04 1/2
Paris, checks.....	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.60 1/2
Paris, cables.....	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.60	6.59 1/2	6.59 1/2	6.59 1/2	6.60	6.60 1/2
Berlin, checks.....	38.35	38.34	38.33	38.32	38.40	38.32	38.36	38.36	38.38	38.35	38.35	38.35
Berlin, cables.....	38.37	38.36	38.35	38.34	38.42	38.34	38.35	38.38	38.40	38.37	38.37	38.37
Antwerp, checks.....	23.36 1/2	23.37 1/2	23.36 1/2	23.37 1/2	23.37 1/2	23.36	23.37	23.36 1/2	23.37 1/2	23.35	23.34 1/2	23.37 1/2
Antwerp, cables.....	23.37	23.38	23.37	23.38	23.38	23.36 1/2	23.37 1/2	23.36	23.38	23.35 1/2	23.35	23.38 1/2
Lira, checks.....	8.56 1/2	8.57 1/2	8.59	8.58 1/2	8.59	8.58	8.58 1/2	8.58 1/2	8.58 1/2	8.57 1/2	8.57 1/2	8.58 1/2
Lira, cables.....	8.57	8.58	8.59 1/2	8.59	8.59 1/2	8.58 1/2	8.58 1/2	8.58 1/2	8.58 1/2	8.57 1/2	8.58	8.59
Swiss, checks.....	32.52 1/2	32.55 1/2	32.56 1/2	32.54 1/2	32.53 1/2	32.53 1/2	32.58 1/2	32.57	32.60 1/2	32.59 1/2	32.60 1/2	32.67 1/2
Swiss, cables.....	32.53	32.56	32.57	32.55	32.54	32.54	32.59	32.57 1/2	32.61	32.60	32.61	32.68
Guilders, checks.....	67.82	67.86	67.79	67.77	67.75	67.74	67.78	67.76	67.76	67.72	67.74	67.79
Guilders, cables.....	67.86	67.90	67.83	67.81	67.79	67.78	67.82	67.79	67.80	67.76	67.78	67.83
Pesetas, checks.....	13.67	13.67	13.67	13.67	13.67 1/2	13.66 1/2	13.67	13.67 1/2	13.67 1/2	13.67	13.67 1/2	13.69
Pesetas, cables.....	13.68	13.68	13.68	13.68	13.67 1/2	13.67 1/2	13.68	13.67 1/2	13.68	13.68 1/2	13.68 1/2	13.70
Denmark, checks.....	22.58	22.62	22.55 1/2	22.53	22.55	22.50	22.53	22.51	22.51	22.51	22.51	22.53
Denmark, cables.....	22.59	22.63	22.56 1/2	22.54	22.54	22.51 1/2	22.54	22.52	22.52	22.52	22.52	22.54
Sweden, checks.....	26.07	26.11	26.08 1/2	26.01	26.01	25.97 1/2	26.00	25.98	25.98	25.98	25.99	26.01
Sweden, cables.....	26.08	26.12	26.04 1/2	26.02	26.02	25.98 1/2	26.01	25.99	25.99	25.99	26.00	26.02
Norway, checks.....	25.40	25.45	25.37 1/2	25.34	25.35	25.32 1/2	25.34	25.33	25.33	25.32	25.32	25.35
Norway, cables.....	25.41	25.46	25.38 1/2	25.35	25.36	25.32 1/2	25.35	25.34	25.34	25.33	25.33	25.36
Czechoslovakia, checks.....	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.16 1/2
Czechoslovakia, cables.....	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.16 1/2
Greece, checks.....	.94 1/2	.94 1/294 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2
Greece, cables.....	.94 1/2	.94 1/294 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2
Portugal, checks.....	4.64	4.65	4.65	4.65	4.64	4.64	4.64 1/2	4.64 1/2	4.64 1/2	4.64 1/2	4.64 1/2	4.64
Portugal, cables.....	4.64	4.65	4.65	4.65	4.64	4.64	4.64 1/2	4.64 1/2	4.64 1/2	4.64 1/2	4.64 1/2	4.64
Australia, checks.....	4.03 1/2	4.04 1/2	4.03 1/2	4.03 1/2	4.02 1/2	4.02 1/2	4.02 1/2	4.02 1/2	4.02 1/2	4.02 1/2	4.02 1/2	4.03
Australia, cables.....	4.04 1/2	4.05	4.04	4.04	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2
Montreal, demand.....	100.97	101.00	101.00	101.03	101.00	100.97	101.00	101.00	101.00	101.06	101.13	101.13
Argentina, demand.....	33.70	33.75	33.80	33.63	33.63	33.60	33.60	33.60	33.60	33.60	33.60	33.60
Brazil, demand.....	8.55	8.55	8.55	8.55	8.55	8.55	8.55	8.55	8.55	8.55	8.55	8.55
Chile, demand.....	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25
Uruguay, demand.....	80.50	80.50	80.50	80.50	80.50	80.50	80.50	80.00	80.00	80.00	80.00	80.00

	Tues. July 17	Wed. July 18	Thurs. July 19	Fri. July 20	Sat. July 21	Mon. July 23	Tues. July 24	Wed. July 25	Thurs. July 26	Fri. July 27	Sat. July 28	Mon. July 30	Tues. July 31
Sterling, checks.....	5.04 1/2	5.04	5.04 1/2	5.04 1/2	5.04 1/2	5.04 1/2	5.04 1/2	5.04	5.03 1/2	5.03 1/2	5.04	5.03 1/2	5.03 1/2
Sterling, cables.....	5.04 1/2	5.04	5.04 1/2	5.04 1/2	5.04 1/2	5.04 1/2	5.04 1/2	5.04	5.03 1/2	5.03 1/2	5.04	5.03 1/2	5.03 1/2
Paris, checks.....	6.60 1/2	6.59 1/2	6.59 1/2	6.58 1/2	6.58 1/2	6.59	6.59	6.59	6.58 1/2	6.59	6.59	6.59	6.59
Paris, cables.....	6.60 1/2	6.60 1/2	6.59 1/2	6.58 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2	6.59	6.59 1/2	6.59 1/2	6.59 1/2	6.59 1/2
Berlin, checks.....	38.35	38.49	39.19	38.89	38.89	38.80	38.78	38.47	38.50	38.35	38.70	38.67	38.73
Berlin, cables.....	38.37	38.51	39.21	39.01	39.01	38.92	38.80	38.49	38.52	38.35	38.72	38.69	38.75
Antwerp, checks.....	23.36 1/2	23.36 1/2	23.34	23.32 1/2	23.34 1/2	23.34 1/2	23.37 1/2	23.37 1/2	23.36 1/2	23.48	23.45 1/2	23.45	23.44 1/2
Antwerp, cables.....	23.37	23.37	23.35	23.33	23.35	23.35	23.38	23.38	23.37	23.48 1/2	23.46	23.45 1/2	23.45
Lira, checks.....	8.59	8.58 1/2	8.57 1/2	8.57 1/2	8.57 1/2	8.58 1/2	8.58 1/2	8.57 1/2	8.55 1/2	8.57	8.56 1/2	8.57 1/2	8.57
Lira, cables.....	8.59 1/2	8.58 1/2	8.58	8.58	8.57 1/2	8.58 1/2	8.58 1/2	8.58	8.56	8.57 1/2	8.57	8.57 1/2	8.57 1/2
Swiss, checks.....	32.63 1/2	32.62 1/2	32.61 1/2	32.58 1/2	32.59 1/2	32.60 1/2	32.61	32.60 1/2	32.61	32.62 1/2	32.61 1/2	32.61 1/2	32.60 1/2
Swiss, cables.....	32.63 1/2	32.63	32.62	32.59	32.60	32.61	32.61 1/2	32.61 1/2	32.61	32.62 1/2	32.63	32.62	32.60
Guilders, checks.....	67.77	67.74	67.68	67.61	67.59	67.63	67.64	67.62	67.57 1/2	67.56	67.56	67.56	67.57
Guilders, cables.....	67.81	67.78	67.72	67.65	67.63	67.67	67.68	67.66	67.61 1/2	67.60	67.60	67.60	67.61
Pesetas, checks.....	13.68 1/2	13.67 1/2	13.66	13.65 1/2	13.65 1/2	13.65 1/2	13.66	13.66	13.65 1/2	13.66	13.66 1/2	13.65 1/2	13.65 1/2
Pesetas, cables.....	13.69	13.68 1/2	13.67	13.66 1/2	13.66 1/2	13.66 1/2	13.67	13.67	13.66 1/2	13.67	13.67	13.66 1/2	13.66 1/2
Denmark, checks.....	22.51 1/2	22.51	22.54	22.55	22.53	22.53	22.53	22.53	22.49	22.50	22.51	22.50	22.49
Denmark, cables.....	22.52 1/2	22.52	22.55	22.56	22.54	22.54	22.55	22.54	22.50	22.51	22.52	22.51	22.50
Sweden, checks.....	25.99 1/2	25.98	26.02	26.03	26.02	26.02	26.02	26.01	25.96 1/2	25.97	25.99	25.97	25.96
Sweden, cables.....	26.00 1/2	25.99	26.03	26.04	26.03	26.03	26.03	26.02	25.97 1/2	25.98	26.00	25.98	25.97
Norway, checks.....	25.33 1/2	25.33	25.36	25.36	25.34	25.34	25.36	25.33	25.30	25.31	25.32 1/2	25.31	25.30
Norway, cables.....	25.34 1/2	25.34	25.37	25.37	25.35	25.35	25.37	25.34	25.31	25.32	25.33 1/2	25.32	25.31
Czechoslovakia, checks.....	4.16 1/2	4.16	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2
Czechoslovakia, cables.....	4.16 1/2	4.16 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2	4.15 1/2
Greece, checks.....	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2
Greece, cables.....	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2	.94 1/2
Portugal, checks.....	4.64	4.64	4.64	4.64	4.64	4.64	4.63	4.63	4.63	4.60	4.62	4.62	4.62
Portugal, cables.....	4.64	4.64	4.64	4.64	4.64	4.64	4.63	4.63	4.63	4.60	4.62	4.62	4.62
Australia, checks.....	4.03	4.02 1/2	4.03 1/2	4.03 1/2	4.02 1/2	4.02 1/2	4.02 1/2	4.02 1/2	4.02	4.02	4.02 1/2	4.02 1/2	4.02 1/2
Australia, cables.....	4.03 1/2	4.03 1/2	4.04	4.04	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2	4.03 1/2
Montreal, demand.....	101.13	101.15	101.34	101.38	101.40	101.44	101.50	101.53	101.56	101.34	101.63	101.75	101.69
Argentina, demand.....	33.60	33.60	33.65	33.65	33.65	33.65	33.60	33.60	33.56	33.60	33.60	33.60	33.55
Brazil, demand.....	8.55	8.55	8.55	8.55	8.55	8.55 1/2	8.55 1/2	8.55 1/2	8.55 1/2	8.55 1/2	8.55 1/2	8.55	8.55
Chile, demand.....	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.25	10.00
Uruguay, demand.....	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00

* Holiday

THE BOOK REVIEW

CUTTING THE GORDIAN KNOT

A PRACTICAL banker, who has achieved an international reputation for the practicality and unimpeachable integrity with which he has conducted his banking affairs, has succeeded in dispelling most of the mystery of the complex money situation which has left the average man entangled in its meshes. He tells frankly and plainly just what has been done since March, 1933, why it was done, and where it has left us at the present time. All criticism, however, has been avoided, unless there was a constructive suggestion to be offered.

In addition to sketching the general background of money and banking, the basic elements of the origin and nature of the country's money mechanism are described, and a few simple definitions are given of much-used and frequently misunderstood terms. The chapters devoted to the recovery problem, prices, debts, and demagogues are of outstanding interest.

MONEY MUDDLE, by James P. Warburgh. Published by Alfred A. Knopf, Inc., New York, N. Y. Price \$2.50.

PLANNED MARKETING

While economic planning or the need for economic planning are popular phrases of the moment, the control from the center is not, after all, a very new idea. Besides, it need not always take the form of governmental or State planning and central control. For, within the last thirty or forty years international organization has made new departures in the economic as well as the political sphere.

The form of international industrial organization has been termed variously as cartel, combine, concern, consortium, convention, conference, trust, syndicates, ring,

association, industrial agreement, and so forth. In tracing the origin, growth, and present power of these various organizations, whose network of activities extends to the end of the earth, these all are given the general nomenclature of international combines in this exhaustive body of a subject on which little has been thus far written.

INTERNATIONAL COMBINES IN MODERN INDUSTRY, by Alfred Plummer. 191 pages. Published by Pitman Publishing Corporation, New York, N. Y. Price \$2.50.

AFTER THE FIRST BILLION?

Acquiring the first million generally is conceded the most difficult task for those in search of fortune as the epitome of terrestrial achievement. Acquiring a billion was the life work of one of the leading bankers of the world, but he planned and accumulated in such an unobtrusive manner that the public at large little noticed what he was about until his goal had been reached.

While the piling up of such a stupendous sum lacked the accompaniment of spectacular incidents, what happened after the first billion would fill many volumes with the most dramatic episodes that ever have been recorded in the histories of men of such international prominence.

THE FIRST BILLION, by John K. Winkler. 277 pages. Published by the Vanguard Press, New York, N. Y. Price \$2.50.

RAYON EXPLAINED

The constantly-widening popularity of rayon garments, which has led to the rapid expansion of production, unfortunately has not been accompanied by an increase in the number of books which explained the workings of this intricate industry. Realizing the need for a complete treatise on this subject, an illustrated handbook

has just been issued, which traces the development of the trade from the first experiments with the nitrocellulose, viscose, acetate, and other processes through the manufacturing of the yarn and to the production of the finished cloth.

It is a book for which a demand has existed for years, and is so written that its value is not confined to the technician. Its orderly and systematic arrangement, with an adequate index will make it indispensable for schools as well as industrial plants and laboratories. The chapters on statistics and economics offer an original contribution to the information available on this great American industry. It is the first book ever published in English on all phases of rayon processing, covering, knitting, throwing, dyeing, printing, finishing, proofing, weighting, and testing.

RAYON AND SYNTHETIC YARN HANDBOOK, by Dr. E. W. K. Schwarz and H. R. Mauersberger. 500 pages. Published by Rayon Publishing Corporation, New York, N. Y. Price \$3.

WHAT THE NEW DEAL MEANS

Great changes ever have been productive of shrill criticism, so that a book challenging the present recovery movement was not unexpected. This one not only traces the first indications of the present program in Mr. Roosevelt's campaign speeches in 1933, but it examines the personnel and ideas of the "brain trust" and other advisers of the Administration, and summarizes the provisions of the acts of the "rubber stamp" Congress in which the program was embodied.

The critical attitude of the author is shown in his examination of the economic defects and dangers of the recovery measures, his criticism of price-fixing, proc-

ess taxes, crop subsidies, and the surrender to organized labor. His indictment is particularly severe of Executive dictatorship over industry, trade, finance, and public welfare.

THE MENACE OF RECOVERY, by William MacDonald. 401 pages. Published by The MacMillan Company, New York. Price \$2.50.

DEVELOPING ADVERTISING IDEAS

Reappraising the various advertising precepts in the light of the vigorous experiences of the past few years, a widely used and reliable work on advertising procedure has been revised and brought up to date. The general structure of the former edition has been maintained, but throughout the text, the inception of the advertising ideas and their development have been described in the light of the newer methods, media, and technique that have been perfected to meet changed conditions. It has for years been the advertising man's handbook, and in the present rejuvenated and enlarged form its use and value will be extended.

ADVERTISING PROCEDURE, by Otto Kleppner, M. C. S. 582 pages. Published by Prentice-Hall, Inc., New York, N. Y. Price \$5.

GETTING COTTON TO MARKET

Forming the largest single item in the world's supplies of textile materials, the marketing of cotton from the grower to the spinner is one of the most fascinating stories of modern commerce. It has been made doubly interesting by one of the leading experts on this subject, who has presented his material in a form to make it available readily to the beginner as well as to the seasoned trade.

It practically is indispensable to those who have an inadequate knowledge of the workings of the Liverpool cotton market and of the fundamental conditions of supply and demand, which lie behind that and the other organized markets of the raw cotton trade throughout the world. All phases of spot and future transactions are cleared up in the expositions of the chapters devoted to this phase of marketing,

while the comprehensive statistical summaries of world's cotton crops, consumption, and spindle activity alone possess a value in excess of the price charged for the book.

THE MARKETING OF COTTON, by John A. Todd. 250 pages. Published by Pitman Publishing Corporation, New York, N. Y. Price \$3.

NEW MONEY POLICIES

Something has happened to money! Just what has taken place to cause the money of yesterday to be the ruination of the money of tomorrow are discussed by the former head of a billion-dollar banking institution and a man long active in international financial operations.

Certain portions of his book are distinctly novel, even radical, but his ideas are based on a comprehensive and thorough knowledge of the way in which the country's financial machine works and the points at which it has gone askew during the past fifteen years. The suggestions outlined are of high value to every investor, business man, and wage earner in this day of uncertainty regarding the future management of national currency and banks.

TOMORROW'S MONEY, by Frank A. Vandervlip. 228 pages. Published by Reynal & Hitchcock, New York, N. Y. Price \$2.

DISCUSSION OF THE NEW DEAL

A collection of seven essays, each one written by a Harvard economist, provides a comprehensive and engagingly new view on some of the dominant factors of the recovery movement. Each one of the major groups is discussed from the angle of its immediate effect on the country's progress and the suitability of the measures adopted to produce the desired results.

The common aim of these essays is to analyze, in the light of economic experience and principle, the economic policy of this country, with reference to the goal of recovery.

THE ECONOMICS OF THE RECOVERY PROGRAM. 188 pages. Published by Whittlesey House, a Division of McGraw-Hill Book Co., New York. Price \$1.50.

FALSE STABILITY

Among the intricate uncertainties with which the business man is confronted today, there is ever present the basic question: "What will my dollars be worth tomorrow?"

In order to give a clear, readable, and penetrating appraisal of present financial conditions, designed to help those persons who wish to preserve their capital during a period of great confusion and uncertainty, Dr. Lionel D. Edie, formerly Professor of Finance, University of Chicago.

In a clear and easy-moving style, Dr. Edie covers matters of acute importance, such as the gold policy, money in politics, satisfying the farmer, the international position of the dollar, and the future of the gold standard. His book is neither a dogmatic exposition of the views of the old school nor the glorification of all the monetary experimentation of the Administration.

DOLLARS, by Dr. Lionel D. Edie. 295 pages. Published by Yale University Press, New Haven, Conn. Price \$2.50.

THE NEW LANGUAGE

What is Basic English? It merely is a system of 850 English words, devised to cover all of the needs of every-day life, for which a vocabulary of 20,000 words frequently is employed, and to furnish an international auxiliary language. According to the author, it is adapted marvelously to the spread of ideas, to the uses of commerce, radio, journalism, science, and international affairs.

Besides, it is claimed to be a complete language which can be learned in a month, and which already has won support from leading scholars and scientists and editors in every country in the world. More than half of the book is devoted to a wealth of illustrative material which shows clearly and completely just what Basic English is and how it can be used.

THE SYSTEM OF BASIC ENGLISH, by C. K. Ogden. 320 pages. Published by Harcourt, Brace & Company, New York. Price \$2.50.

TEXTILE MARKETS DULL DURING JULY

by C. S. WOOLSLEY

TRADING in primary dry goods markets in July did not attain the proportions expected for that period of the season. In the middle weeks the rise in cotton led to active buying and, taking the month as a whole, sales in the gray goods division were about on a parity with the very much restricted production. In the last two weeks of the month, business on finished lines was noticeably inactive, buyers not finding much fault with prices but being much unsettled by European conditions, the extent of strikes, and the reports from wholesalers in the Middle West concerning the extent of the damage resulting from protracted drought in the agricultural States. Prices advanced for the month on several lines offered for Fall, but throughout all divisions of textiles complaints of narrow or absent profit margins were general.

Production Cut

The contraction of production during the month was very great. In the cotton goods division, curtailment plans called for a cutting down of output to 75 per cent capacity. In consequence of idleness in mills brought on by strikes, and the closing of machinery because of inability to secure profitable orders, the actual output did not exceed 60 per cent of capacity for the month. The finishing industry barely operated on an average of 40 hours weekly throughout the month. Wool goods production was held down closely, on account of the lack of buying interest in Fall goods until well toward the end of the period.

Silk production did not average above 50 per cent. The rayon industry did not produce more than

75 per cent capacity, some plants having remained closed, and one having been closed indefinitely because of a prolonged strike. As the month closed there were indications of a broadening demand for goods that would lessen the need for such a close regulation of production, but they were not obvious in the retail field. Government requirements were being outlined on a large scale and, while the immediate situation was a most difficult one, the promise of better things was definitely in sight.

Wholesalers Disappointed

The early hopes and predictions of dry goods wholesalers were not fulfilled during the month. Many retailers in the drought-stricken districts were unable to receive their first Fall shipments. The full extent of the injury done to farmer purchasing power did not seem to be realized until well after the Midsummer holiday and when representatives of large distributing agencies began to give detailed

reports to manufacturers' agents it seemed as if the picture was overdrawn. By the middle of the month, it was clear that Fall distribution was not to measure up to last year's until something came forward to broaden relief measures. The labor situation also was menacing, not only in the textile-manufacturing centers but throughout the country.

Outlook Improved

So far as the conditions of stocks in distributing hands can forecast the Fall measure of textile consumption, most reports were satisfactory. In considering consumption prospects from the angle of the consumer power to buy, trade reports grew worse as the month progressed. Finished goods business declined, converters hesitated to put new goods in work, and incoming buyers made limited commitments. A sharp change occurred as the month was about to end and in the first two or three days of August. The Government

FRANK G. BEEBE
President

SAMUEL J. GRAHAM
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had actually begun purchasing freely of tickings, and issued requisitions for huge quantities of domestics for relief purposes.

Over and beyond these things, when the situation was disclosed in the fiscal affairs of the Government that billions of appropriated and unallotted monies were available for business aids, home and farm loaning, new building, etc., merchants began to foresee a degree of business stimulation to come in a large way with every prospect of working in their favor. Checks are to go into the farming regions freely, as a result of processor taxes and for payments for crop reduction about September 1 and the trade now is advised that relief monies will be distributed early and freely in drought sections and wherever needed elsewhere.

Silk More Popular

Rayon manufacturers sold their July and August production of yarns and opened the books at the end of the month for September deliveries. Rayon weavers have been curtailing their output, but at the end of the month they were beginning to receive orders freely and were looking forward to a broadening trade from this time on. Silk manufacturers, in combination with raw silk factors, have undertaken a promotion plan

looking toward the revival of silk popularity. High-quality silks have been made in larger volume and merchants find that sales are being made in fair volume wherever the fabric is easily distinguished from synthetic fibers.

Revival in Gingham

In the cotton goods division, a noteworthy feature was the renewal of a broad and full demand for gingham that have been slow for six or seven years. By the end of the month the largest producers had orders in hand to carry them from six to ten weeks. Curiously enough, the demand for chambrays of the grades used most largely for workshirts was very light, although many of them are made in gingham mills. A demand developed for yarn-dyed woven fancies for dress wear and bids fair to continue active well into the Spring season of 1935.

Sales of print cloths, narrow brown sheetings, carded broadcloths and sateens for converting were active for a couple of weeks early in the month and prices advanced from $\frac{1}{4}$ c. to $\frac{1}{2}$ c. a yard. Sales of some of the combed yarn cottons were also quickened and moderate advances were paid. Prices on bleached muslins were revised to meet the lower levels at which small sales were being made. Discounts on sheets and pillow-

cases were shortened. Towels sold better. Some lines of bedspreads were bought fairly well for a time for Fall distribution. Flannels remained very firm and are well sold in fancy weaves for cutting-up purposes.

Government Buying

Cotton duck sold quite well throughout the month and stocks are substantially lighter than when the year opened. Tire fabric production has been letting up, reflecting conditions in the automobile industry, where stocks of tires are ample for immediate needs. Other heavy cottons also have been quieter. Just after the month closed, the Government gave out requisitions looking toward the purchase of millions of yards of bandage and cheese cloths, pillowcase and sheeting cloths, and tickings, as well as large requisitions for coverings for comfortables. These are for the relief supply department and are the forerunner, it is believed, of a continued large business for the Government.

Some improvement occurred in the wool goods division, purchases of low-priced woollens for men's suits, low-priced worsteds for the same purpose, and a variety of fabrics for women's suits and coats having been made quite liberally by the cutting trades.

DAILY SPOT PRICES AT LEADING COTTON CENTERS DURING JULY, 1934

	Mon. July 2	Tues. July 3	Wed. July 4	Thurs. July 5	Fri. July 6	Sat. July 7	Mon. July 9	Tues. July 10	Wed. July 11	Thurs. July 12	Fri. July 13	Sat. July 14	Mon. July 16
New Orleans, cents.....	12.07	12.21*	12.21	12.05	11.97	12.38	12.60	12.96	12.77	13.02	13.00	13.15
New York, cents.....	12.10	12.30	12.30	12.15	12.10	12.45	12.70	13.00	12.85	13.15	13.05	13.25
Savannah, cents.....	12.01	12.19	12.17	12.01	11.95	12.31	12.59	12.95	12.74	13.01	12.96	13.11
Galveston, cents.....	12.00	12.15	12.15	12.00	11.95	12.30	12.55	12.90	12.70	12.95	12.90	13.05
Memphis, cents.....	11.85	12.00	11.90	11.75	11.70	12.05	12.30	12.65	12.43	12.70	12.65	12.80
Norfolk, cents.....	12.00	12.20	12.17	12.00	12.00	12.31	12.55	12.90	12.70	12.96	12.91	13.07
Augusta, cents.....	12.11	12.18	12.27	12.10	12.06	12.40	12.63	13.00	12.79	13.07	13.00	13.15
Houston, cents.....	12.05	12.25	12.20	12.05	12.00	12.35	12.55	12.90	12.70	12.95	12.90	13.05
Little Rock, cents.....	11.86	12.02	12.02	11.80	11.70	12.04	12.28	12.63	12.43	12.72	12.65	12.80
Fort Worth, cents.....	11.65	11.80	11.80	11.65	11.60	11.95	12.20	12.55	12.35	12.60	12.55	12.70
Dallas, cents.....	11.65	11.80	11.80	11.65	11.60	11.95	12.20	12.55	12.35	12.60	12.55	12.70
	Tues. July 17	Wed. July 18	Thurs. July 19	Fri. July 20	Sat. July 21	Mon. July 23	Tues. July 24	Wed. July 25	Thurs. July 26	Fri. July 27	Sat. July 28	Mon. July 30	Tues. July 31
New Orleans, cents.....	13.22	13.22	13.12	12.87	12.99	12.94	12.73	12.73	12.66	12.83	12.88	13.11	13.03
New York, cents.....	13.30	13.35	13.25	13.00	13.15	13.10	12.85	12.85	12.80	12.95	13.00	13.20	13.15
Savannah, cents.....	13.16	13.20	13.10	12.83	12.99	12.94	12.72	12.71	12.68	12.81	12.88	13.09	13.00
Galveston, cents.....	13.10	13.10	13.00	12.75	12.95	12.90	12.65	12.65	12.60	12.75	12.80	13.00	12.90
Memphis, cents.....	12.85	12.90	12.75	12.45	12.65	12.60	12.35	12.35	12.30	12.45	12.55	12.75	12.65
Norfolk, cents.....	13.12	13.15	13.05	12.80	12.95	12.90	12.70	12.70	12.65	12.80	12.85	13.05	12.95
Augusta, cents.....	13.21	13.25	13.14	12.87	13.04	13.00	12.77	12.77	12.72	12.87	12.93	13.13	13.04
Houston, cents.....	13.10	13.15	13.05	12.80	12.95	12.90	12.65	12.65	12.65	12.75	12.80	13.00	12.95
Little Rock, cents.....	12.85	12.90	12.80	12.52	12.65	12.60	12.36	12.36	12.32	12.41	12.48	12.68	12.60
Fort Worth, cents.....	12.75	12.80	12.70	12.40	12.60	12.55	12.30	12.30	12.25	12.40	12.50	12.70	12.60
Dallas, cents.....	12.75	12.80	12.70	12.40	12.60	12.55	12.30	12.30	12.25	12.40	12.50	12.70	12.60

* Holiday

BUSINESS CONDITIONS, BY DISTRICT

Baltimore Department store and retail sales did more than maintain the figures of the preceding month. Summer merchandise still is moving in good volume and Fall lines are beginning to make their appearance. Wholesalers are receiving a little more Fall business, though price adjustments have proven a retardative factor in some instances.

Notwithstanding the continued curtailment in the rate of operations of the heavy industries, most of which is seasonal, others have increased operations to a point exceeding consumption. True, fear of labor difficulties and higher manufacturing costs provided an artificial stimulant, but with the passing of the general apprehension, it is felt that production will soon find a natural level.

Binghamton Both wholesalers and retailers of this district report that sales have dropped off slightly during the past month when compared with those of the previous month, although they are far ahead of those of last year.

In the wearing apparel line, low and medium price merchandise continues to be the best sellers. Sales in the food products line have shown an increase, with demand stronger for the better quality merchandise and for fancy goods.

Birmingham During the past thirty days Birmingham business has been retarded by the closing down of one of the principal industries. This condition has been further aggravated by the usual Midsummer lull and, on the whole, business is considerably less than was expected for this period.

Wholesale orders from the agricultural sections are holding up fairly well, but have shown some retrogression from the previous week. The principal demand is for staple and the cheaper grade merchandise. Most of the local indus-

tries are operating on a part-time basis and there has been no recent gain in employment.

Boston The wool trade has been going through a long period of dullness, but the needed stimulants of a more active woolen market now are apparent, with dress goods and cloakings moving in increasing quantities. Manufacturers of men's clothing, however, have been slow in covering their requirements. Very few sales of raw wool were made in the Boston market during July, the demand for all grades being mostly to fill immediate needs.

Some fair-sized orders for gray goods are being placed, and there has been a considerable demand for several lines of staple finished goods. Higher prices for raw cotton have stimulated interest in cotton yarn. Rayon yarns are much more active, and there has been an increase in the demand for finished fabrics.

The leather market was upset during most of July because of the large surplus of hides from drought cattle hanging over the market, and which caused a shrinkage in quotations of about 3c. a pound. In the meantime, tanners are withholding their orders until the situation will have cleared.

Buffalo Unemployment has increased, to some extent, in the industrial centers, due to factory layoffs, but the harvesting of the berry and bean crops in the farming sections has absorbed a large number of families from the city. The low prices being paid farmers for their products is reflected in the low wages being paid farm workers, who now are receiving 10c. per hour for ten hours work per day, as against 40c. per hour formerly paid in better times. A large amount of public construction work is under way, but during July there was a falling off in private construction.

Chicago The drought and heat wave wrought havoc with the Chicago and industrial record during July. In spite of the high temperatures, however, which kept shoppers at home on many days, retail sales generally were able to top last year's. Headway was less pronounced in the wholesale trade, except in the dry goods division, as some cancellations were received from the drought districts, and road salesmen made less favorable reports. Crop losses have been offset, to some extent, by the advance in prices for the reduced yield, which makes the Fall outlook brighter than it was at the beginning of the month.

Enormous runs of cattle, due to heavy shipments from drought-devastated areas, upset hide and livestock quotations, and the situation was aggravated by the outbreak of a strike among stock-yard workers. Building permits are running about triple last year's and demand for small apartments is increasing, as more families seek to establish separate living quarters. The heat wave reduced sharply the number of paid admissions at A Century of Progress.

Cincinnati The gradual upswing, which has characterized trade movements for some time, has been modified, to some degree, by adverse influences. However, in most quarters a feeling of confidence prevails and gains, while irregular, is general. Results in adjacent agricultural regions have been somewhat disappointing, because of drought and high temperatures, but some commodity price increases have, in many instances, offset reduced production.

Retail trading now is showing the results of mid-season quietness and, while sales have not equalled the volume handled during the earlier months of the year, moderate gains prevail in the comparison with the July, 1933, record.

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Clothing manufacturers now are operating on peak production schedules, which normally is a seasonal condition, in order to provide for Fall orders.

Cleveland The semiannual sales of furniture by department stores is meeting with favorable reception, and indications point to a much larger volume than last year, reflecting the increased employment and a more optimistic outlook for the future. Seasonable merchandise continues in active demand.

Industry, in general, is moderately active at present, but there are indications of a more than seasonal upturn in the Fall. Employment is holding up well. Living costs have shown an increase since the first of the year, and apartment house owners are considering a proposal to increase rent 10 per cent in September.

Columbus, Ohio General business conditions in this vicinity seem to be holding steady, grain crops are regarded fair, and in some localities wheat is considered above the average. In retail stores, business is at a higher level than in June. Lightweight clothing has been in such strong demand, owing to the extreme hot weather, that good increases have been reported for this line. In industry, volume seems to be fair. Paint manufacturers report business above normal, as this line has been good for some months. In machinery and industrial plant equipment, business also is reported as good.

Dallas The continued drought, which prevails throughout most of the State has caused a distinct let-up in buying and a trend toward the conservation of surplus funds for emergencies. Most wholesalers are anticipating a comparatively brief Fall season and consequently are not buying as actively as they were at this

period last year. Clothing sales are holding up fairly well. Hardware sales are 20 per cent ahead of those for the corresponding period in 1933. Department stores continue to run about 30 per cent ahead of last year.

Dayton There was a slight decline in retail purchases during the last two weeks of July, attributed to usual seasonal influences, but volume, on the whole, still exceeds that for the corresponding period of 1933. The sale of new and used automobiles continues of moderate volume, although used-car dealers complain that volume has decreased considerably during the last three or four weeks. Local tool and machine shops also are down from their peak of April and May, due largely to the fact that the larger automobile companies have placed no orders for tools, as the new models have not been decided upon, as yet.

Several of the larger manufacturing companies of the city continue to operate near capacity; among these, a producer of electric refrigerators. The employment situation, as a whole, is far better than at this time last year, and indications point to the best Fall season since 1930. Employment in June dropped 4 per cent from May, but was 18 per cent above the same period of 1933.

Detroit While the measuring sticks of the retail and wholesale trades in consumer goods show a gain of only 5 to 10 per cent over July, 1933, the trend of sales is strongly upward, and there has been a decided broadening in the purchases of luxury items. Prices have resumed an advancing trend, with Government spending, the effects of the drought, and increased labor costs constituting the chief price-raising factors. The major exceptions are goods sold directly to consumers, in which there is an accumulation of

stocks, such as automobiles, refrigerators, household appliances, and special lines of general merchandise.

Higher farm product prices account for the relatively better showing being made by trade in agricultural districts. The slight recession in general industrial activity is due to the drop in steel schedules, as automobile production is only slightly below the June level, and clearly ahead of last July's. All indications point to a rather abrupt upturn in the Fall, with a decided improvement in the building and allied trades.

Erie During July there was some recession in retail trade attributed to the seasonal trend, but volume still is in excess of the comparable period in 1933. Wholesale trade declined somewhat, inasmuch as department stores and other large buyers appear to be rather well stocked, the decrease being noted largely in textile and kindred lines.

Production of capital goods manufacturers has registered a slight decline. Hesitation being noted by manufacturers is attributed, in part, to uncertainties generated by the price structure and labor unrest throughout the country.

Indianapolis Retail sales are showing the effects of the extremely hot weather during July, resulting in a decrease in volume over the preceding week and only a 5 per cent increase over the corresponding month of 1933, at which time the sales were at a rather low ebb. The department stores now are featuring their fur sales and there has been quite a bit of activity in this particular line, with the prospects that August fur sales will be better than for several years past. General manufacturing activities still are showing the seasonal decline, although the demand for pharmaceuticals, paper

containers, and kindred items continues rather strong.

Kansas City Retail sales in July were maintained slightly above the comparative 1933 figures, despite the hottest weather in nearly sixty years, and the increasing devastation in the major portion of the neighboring farm territory. It is doubtful now whether rains in the near future will be able to save the corn crop. While prices of produce and dairy products have held up rather well, the production has been curtailed because of the heat. Cattle receipts have been heavy, due to the dearth of pasturage and water. Money received through the A.A.A. is providing the chief source of purchasing power at present.

Little Rock The usual Summer lull is becoming more apparent in both wholesale and retail lines. Lack of rainfall is reaching serious proportions and while cotton, the main crop, is as yet not harmed to any appreciable extent, corn and other feed crops have suffered. Boll weevil is causing concern in spotted areas.

The drought condition has retarded retail and wholesale trade somewhat, but both retailers and wholesalers are looking forward to an active Fall and early Winter trade. Jobbers of dry goods and manufacturers of moderate-priced dresses, report a good order file for Fall merchandise, with a nominal amount of cancellation requests.

Los Angeles Retail trade in July showed a moderately better tone than in June, due to consistently better seasonal weather. Summer merchandise is being moved in fairly good volume, and stocks are expected to be pretty well cleaned out before the opening up of Fall lines. Special promotions continue to bring out the main buyer response. Trade in agricultural districts, not hit by the drought, continues satisfactory. Wholesale trade reflects some increase in activity in early Fall merchandise, but cotton goods, woolen, and silk jobbers report apparel manu-

facturers as buying largely from hand-to-mouth, due to uncertainty regarding the pending labor strike in the garment trades.

Other lines of industry report little or no change, and employment has held up steadily. Leather clothing manufacturers report current sales 25 per cent ahead of 1933. Crude oil production is up to or above the State's allowance, with refinery runs and retail distribution running about 8 per cent ahead of 1933. Motion picture studios are busy on regular schedules and retakes on previous productions to meet changes, regulations, and demands.

Louisville The steady demand for Summer clothing, shoes, and dry goods, held retail volume during July above last year's, despite the falling off in the sales of jewelry, furniture, and housewares. Some wholesale lines report doubling last season's volume, but orders from country districts are smaller, and the best business currently is being received from lumber and coal districts.

Manufacturers generally are experiencing a recession of orders, as compared with those booked during the Spring months, but operations are topping the 1933 average by 15 to 20 per cent. Aided by governmental projects, employment is holding about steady with the June total.

Memphis Midsummer quiet prevails, but with the favorable crop outlook, expectations are for a good business later. Cotton prices have risen and indications appear favorable for these to hold steady and possibly go higher if some of the adverse crop features in major portions of the belt are not quickly relieved.

Higher prices have caused a little of the cotton under Federal loans to be pulled out and sold, but movement to have the Government grant higher loans on the new crop is checking it. Distribution of about one-third of the Federal rent money for reduced acreage is acting as a stimulant to

buying, as this territory has received several millions.

Milwaukee Production and distribution are about maintaining their former positions, subject to mid-season quiet on one hand, against seasonal activity on the other. Labor disturbances also are an interference to increased activities, while the excessive heat and the absence of rain have damaged growing crops. In some instances, the hot weather has caused the shutdown of some plants, particularly foundries. In allowing for these unusual features, the situation, as a whole, continues favorable and there is a cheerful outlook for Fall business.

The breweries and soft drink manufacturers are having an excellent run of business. The shoe industry reports satisfactory bookings of Fall business, and the same is true of the hosiery and knit goods lines.

Minneapolis Apart from the hindrance to business growing out of another truckers' strike, dullness in both wholesale and retail trades prevailed during most of July. Government expenditures of funds continue to be a noticeable factor in maintaining such activity as exists.

This diminution of the movement of grain and its products, growing largely out of drought conditions, is reducing bank clearings and otherwise is a deterrent to progress. Increased wheat prices are stimulating current flour sales.

Newark Retail trade continues along seasonal lines, with probably the greater activity centering in light and Summer weight wearing apparel. The demand for dresses and suits for women and misses is increasing. Footwear, including sport shoes, is selling fairly well. The sale of knit goods and bathing suits continues well maintained, together with millinery and hosiery. Furniture and household goods, including floor covering, are quiet.

Among manufacturers, the Sum-

mer recession is reported rather more marked than usual; activity is now below the 1933 level for the corresponding period. This has affected employment unfavorably in some lines. Despite this, banks report large cash assets, with but little inquiry for commercial loans.

New Haven Manufacturers in the brass industry report substantial orders on hand, but these are tied up with cancellation terms. Generally speaking, they are experiencing a recession of orders as compared with the Spring months, although volume of sales compared with last year is running from 15 to 20 per cent higher.

Private employment, together with governmental projects, is keeping employment in fair shape. A strike in Danbury that has prevailed for the past month in the hatters' trade is clearing and labor is returning to work. Residential construction is very limited, with the exception of some Yale University projects at New Haven.

New Orleans Cotton has advanced materially during July, attaining the highest record since 1930. Contributing influences have been the Government acreage report and continued drought in Texas. The consumption report was bearish, but some subsequent improvement has been noted in inquiry and sales. Sugar, coffee, and rice continue unchanged, with a firmer undertone in rice, but some lack of confidence in coffee.

Norfolk In general, and disregarding the seasonal recession, manufacturing is holding up well, with fruit and truck package output in the lead. Wholesale trade, while showing no marked gains from week to week in the strictly local area, shows a large gain in northeastern North Carolina, due to Government assistance to farmers. In clothing lines, local houses report Summer stocks well depleted, and most houses are planning special midseason sales to take care of the left-overs.

Partial settlement of the West Coast strike has led to the resump-

tion of one intercoastal line, with, it is hoped, more to follow immediately. An impetus to the building trades is an announcement from Washington of a definite allocation of \$875,000 for a new sheet metal and electrical plant at the Norfolk Navy Yard.

Omaha Excessively hot weather, with accompanying lack of moisture and torrid winds over most of the State have affected seriously crop prospects, and it now appears the small grain failures is to be followed by a very short corn crop. Pastures and meadows are bare; feed is at a premium. In spite of this, business in most lines has not slumped as much as anticipated.

Wholesale dry goods, with cotton goods still maintaining the lead, report volume about 40 per cent ahead of last year's. Wholesale paint and varnish concerns still show a gain over last season of from 10 to 20 per cent, in spite of very unfavorable weather conditions where dust, winds, and high temperature prevented anticipated activities.

Philadelphia In contradiction to all earlier opinions, retail trade rose steadily during July, due to consistently better seasonal weather. Summer merchandise still is moving in fairly good volume, and stocks are expected to be pretty well cleared before Fall lines will have become ready for display. Special promotions continue to bring out the main buyer response. The demand for dresses and suits for women and misses is well maintained, with cotton, linen, and rayon being the materials chiefly chosen. Footwear, including sport shoes, is selling freely, and the demand for hosiery has picked up sharply during the last two weeks.

Interest in knit goods and bathing suits shows no sign of waning thus far, while late Summer millinery is moving out in good volume. Sales of furniture, household goods, and floor covering have been stimulated by the inauguration of the August selling events. Total sales of department stores and specialty shops for July were

6 to 7 per cent above the comparative figures of 1933, whereas the gain for the entire month of June over a year ago was only 6 per cent.

Pittsburgh The usual Midsummer dullness prevails in trade circles, with not much activity among the retail stores, the greater portion of sales being of Summer merchandise at reduced prices. Total retail volume of business for July was only slightly greater than a year ago, although prices are averaging materially higher. Last July at this time there was considerable buying in anticipation of the higher prices in prospect, and this buying is lacking now.

The wholesale trade generally does not anticipate much improvement in buying before the middle of August, and Fall orders have not been placed in large volume as yet. Industrial operations receded in July, with iron and steel plants producing less than half what they were in July, 1933, although some lines were at a higher level than they were at that time.

Providence General business activity in the State in July continued to show a seasonable slackening among the most important manufacturers, and gains in the near future are likely to be smaller,

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compared with the last six months in 1933, due to the sharp upswing last Summer. In general, however, manufacturing activity at present is held above the 1933 basis. Although the present status of the textile industry here indicates activity about twice as great as in the Summer of 1932, Rhode Island mills now are operating at a rate nearly 12 per cent under that of 1931.

Richmond Underlying conditions for this district are regarded as exceptionally favorable. Labor troubles have been slight, and employment has held up well. Crops, such as corn, tobacco, and peanuts are in good condition. If the wheat crop, which has just been marketed at good prices, is any indication, Virginia farmers this Fall should be better off than in several years.

San Francisco Although the general strike of union labor has been settled, the losses sustained and impaired consumer buying power will be felt for some time. Construction work on the two new bridges has been resumed. Notwithstanding strike conditions, the demand for iron and steel products in Pacific Coast markets has been holding up pretty well. Foodstuffs have been in brisk demand, and all retail distributors were completely cleared out of most items, as householders stocked up before the strike became effective.

Seattle The effect of the Pacific Coast maritime strike on Seattle's water-borne commerce is graphically shown in the June report of the Seattle Harbor Department. It indicates a loss of \$15,970,265 in value of import and export business, and this loss would have been considerably greater but for the thirteen-day truce on Alaskan shipping during which more than \$5,000,000 worth of cargo was handled in that trade alone.

Syracuse Most lines of industry report a seasonal slowing down, but the decrease is not so large as normally reported for this period.

Breweries report a satisfactory volume of business, while manufacturers of typewriters, metal cans, and electric washing machines are at present the most active of the local industries. Automobile sales are being well maintained, and retail volume is slightly larger than in June, exceeding the July, 1933, total by 10 to 15 per cent.

Toledo Safety glass manufacturers indicate a fairly satisfactory business at this time. A seasonal decline, however, is shown in the output of table and container glassware lines. Foundry and machine shop operations have been curtailed somewhat, but there has been an improvement in plants of automobile parts and accessory manufacturers. A seasonal decline is noted in the operations of children's vehicle manufacturers.

Wichita In the territory immediately adjacent a large wheat crop was harvested and it is estimated that about one-fifth of this crop

has been sold; fair crops were harvested in scattered sections but what favorable effect this should have is being offset by the anticipated failure of other crops, which is very apparent owing to the drought.

Government aid in the way of allotment monies will be of assistance, and practically the entire State is being put on drought relief. Government projects have helped considerably in the employment situation, but there still is much unemployment and local industries apparently see no occasion to increase their pay rolls.

Youngstown While the volume of wholesale business is in excess of the proportions of a year ago, travelling salesmen are sending in less business, as the uncertainty of the crop outcome is making for greater caution in the covering of Fall requirements. The failure of industrial operations to rise much above the level reported when the month opened has resulted in a steady downtrend in employment.



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